

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

February 13 1982

Council for
chemists' not
pharmacists'
n advertising

Action goes on
s pharmacists
upport Guild

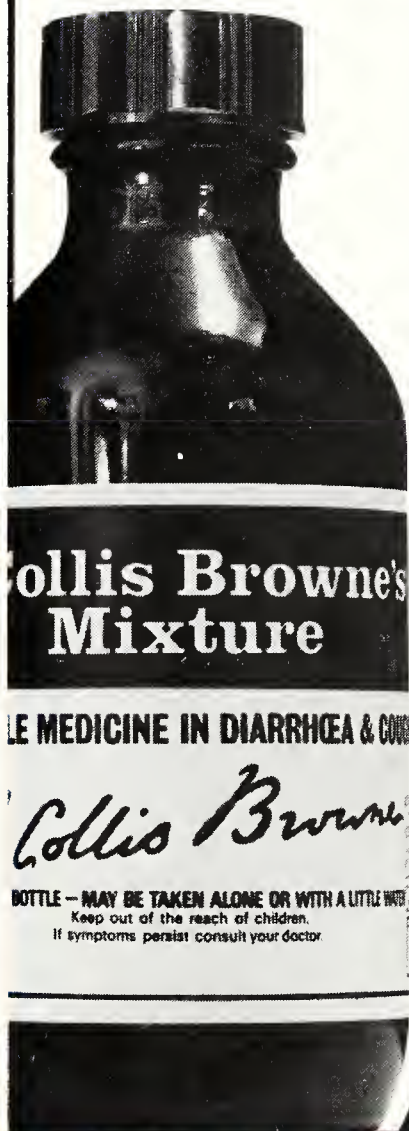
February 9:
wholesalings'
rucial day?

Kodak disc
amera —
Autumn launch

C & D offer
n Margaret
Merril rose

Shaving
AL FEATURE

Diarrhoea goes fast with COLLIS BROWNE'S MIXTURE



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PEOPLE HAVE BEEN
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plaque removal.

**Sensodyne
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Tablets**

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rinses away.

**Sensodyne
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Floss**

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lightly waxed

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

February 13 1982

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COMMENT

Damaging?

Any general practice pharmacist who has had to defend his or her position against the cynics — both within and without the profession — who would taint him as more of a "retailer and counter-of-tablets" than a "health care professional", may find some salutary consolation in a current High Court case.

A judge has awarded £100,000 damages to a woman crippled for life after taking "wildly incorrect" doses of Migril prescribed for her migraine (p253). Her doctor admitted negligence in prescribing such a dose, as did the pharmacist who dispensed it. As *C&D* went to press this week the court was trying to decide how much responsibility lay with the doctor and how much with the pharmacist.

Because the trial is still in progress we are precluded at this stage from commenting on the arguments put forward by either side as to who should shoulder the most blame. But it is interesting to note the importance attached to the pharmacist's role in the evidence being presented.

The QC acting on behalf of the doctor who wrote the prescription said in court that the liability should be shared equally between the pharmacist and the doctor: "The duty of the pharmacist to the patient is as strong and clear as that of the doctor."

Pharmacists well know that they act as a long-stop for the medical profession — a fact also appreciated by many doctors but sadly overlooked when they come to argue in favour of the so-called service provided by their dispensing

colleagues in rural areas. And pharmacists are well aware of the numerous other ways in which they safeguard the nation's health.

So while a High Court appearance is a hard way to gain acknowledgement for the pharmacist's heavy responsibilities for patient care, if it draws public and Government attention to the fact that there is far more to dispensing than mere mechanics, then there may be a silver lining to the cloud.

In the end it may matter little whether the profession chooses to be known as chemists (pharmaceutical), general practitioners (pharmaceutical) or pharmacists (pure but never simple) — an issue which involved the Pharmaceutical Society's Council in lengthy debate last week (p285) — as long as the profession exercises its responsibilities and is recognised as doing so. ■

More delay over wholesale issue

A judge will now consider Unichem's motion that Macarthy's have no locus standi in High Court actions to determine whether Unichem's profit share can legally be taken into account in determining chemists' NHS remuneration. This is unlikely to happen for six weeks.

At a hearing before Master Dyson on February 9, it was ruled that the issue of Macarthy's locus standi ought to be considered by the High Court at the same time as the substance of the case between the DHSS and Unichem.

Unichem say they disputed the desirability of the two issues being heard at the same time and therefore the Master has adjourned to the judge, the decision on whether or not Macarthy's locus standi should be heard in isolation, before the main case. It is their belief that the issue would be simpler without Macarthy's interference.

Mr Peter Dodd, managing director of Unichem, told *C&D* that he understood it could take up to six weeks before the hearing could take place: "Hopefully it will be earlier."

"It is a shame that Macarthy's interfered in the dispute between ourselves and the Department. They should withdraw. Four months have now elapsed and we are not one inch further forward."

The Department's counsel did not seek a ruling on their earlier submission that the Macarthy's summons for a judicial declaration should be struck out. Unichem believe the Department of Health will not pursue this point.

Macarthy's view

Macarthy's statement to *C&D* summarises their own view of the hearing:

"The Master, in his summing up, made it clear that he was not prepared to grant Unichem's application that the question of Macarthy's locus standi should be dealt with as an early and separate issue. At Unichem's insistence he then ordered that their application should be determined by a judge. Either party in these applications has the right to take the matter to a judge and Unichem has exercised that right.

"Unichem's refusal to accept the Master's decision on this action will cause further delay in this important matter, but Macarthy's lawyers will do everything

possible to achieve an early hearing before the judge. The Master is certifying that a speedy hearing is appropriate.

The Master's final order stated in clear terms the question of whether Macarthy's locus standi should be decided by a judge. He would have refused their application and given directions as to the filing of evidence by Unichem and the DHSS — and would have ordered Unichem to pay all the costs of the hearing of February 9. Macarthy's lawyers are confident that when this preliminary question comes before the judge the outcome will be the same."

In the course of his summing up, the Master made clear his views on Unichem's tactics in this action in the following terms: "It would be quite wrong to allow the second defendant [Unichem] to use the process of the court to obtain an advantage by delay." Macarthy's say the DHSS have now made it clear that they do not intend to oppose Macarthy's on the main issue in the action and that they do not associate themselves with Unichem on the preliminary question of whether Macarthy's locus standi should be examined.

C&D understands that at a preliminary hearing before Master Dyson on February 3, attended by the DHSS and Macarthy's only — Unichem did not wish to attend — further affidavits, submitted by other wholesalers and chemists in support of Macarthy's action, were heard. ■

Trial of pharmacist referral forms

The use of referral forms for pharmacists sending patients to doctors is to be tested.

After the report of the working party on the pharmacist's response to symptoms, the Pharmaceutical Society's Council thought that some form of written information to doctors might be useful. The Society and Royal College of General Practitioners have now agreed to set up a pilot scheme but as yet no details have been decided. ■

Sangers decide against US purchase

Sangers directors held a board meeting on February 9 and issued this statement the following day:

"The board of Sangers considered the purchase of an option to acquire an investment broking business in the USA and, on the information available to it, decided not to proceed."

Rumours were rife in the financial Press over last weekend attributing a variety of motives to Mr Tom Whyte's acquisition of a 23.8 per cent stake in Sangers over the past six months and his likely actions at the board meeting.

The *Financial Times* suggested that: "He wants the loss-making pharmaceutical group to acquire a US-based investment brokerage business for a consideration, believed to be about £12 million." The *Sunday Times* said that Mr Whyte was expected to join the board.

Last month Mr Whyte was instrumental in making two appointments to the Sangers board, Mr Philip Saul and Mr B. (Michael) Flinn. Chief executive, Mr Crawford Graham and managing director, Mr David Smith then resigned (*C&D*, January 23, p124).

Mr Peter Dodd, managing director of Unichem was unable to confirm or deny the *Financial Times* story that they had "approached Sangers with a proposal to buy all the group's pharmaceutical stock and a couple of the group's 14 branches, but this was rejected by Sangers."

However, he told *C&D* that he had been involved in talks with Sangers about "alleviating some of the terrible losses they will be facing." Sangers' chairman, Mr G. Robinson, was not available for comment as *C&D* went to press. ■

Optrex increase trade margins

Optrex Ltd announced this week that the basic trade margin on all the company's major brands has been increased from 20 per cent to 25 per cent, with effect from February 1. This follows an undertaking made by the company to the NPA in October 1981 to review the basic trade margins on Optrex and Famel brands. ■

Pharmacists back Guild by action

Hospital pharmacists throughout the country have backed the decision to withdraw unpaid emergency services. At a meeting of Guild branch delegates, held last Saturday, the vote was overwhelmingly in favour of continuing the action.

The executive committee of the Guild of Hospital Pharmacists' section of ASTMS advised members to withdraw services from the beginning of this month after national negotiations broke down. In several hospitals this has already happened although in many areas Guild groups are waiting while they try to negotiate local agreements. However the Department of Health has advised health authorities that such agreements would be illegal. Although ASTMS disagree and are presently consulting their lawyers the Department's stand does seem likely to influence health authorities.

Mr Doug Hoyle, an ASTMS sponsored MP, has been asking questions in the Commons about the dispute. While answering, Dr Gerard Vaughan, Minister for Health, said he understood that the management side of the Pharmaceutical Whitley Council had prepared a draft agreement specifying the circumstances in which emergency duty payments should be paid. However the staff side say they have not yet been shown or told about any such document. ■

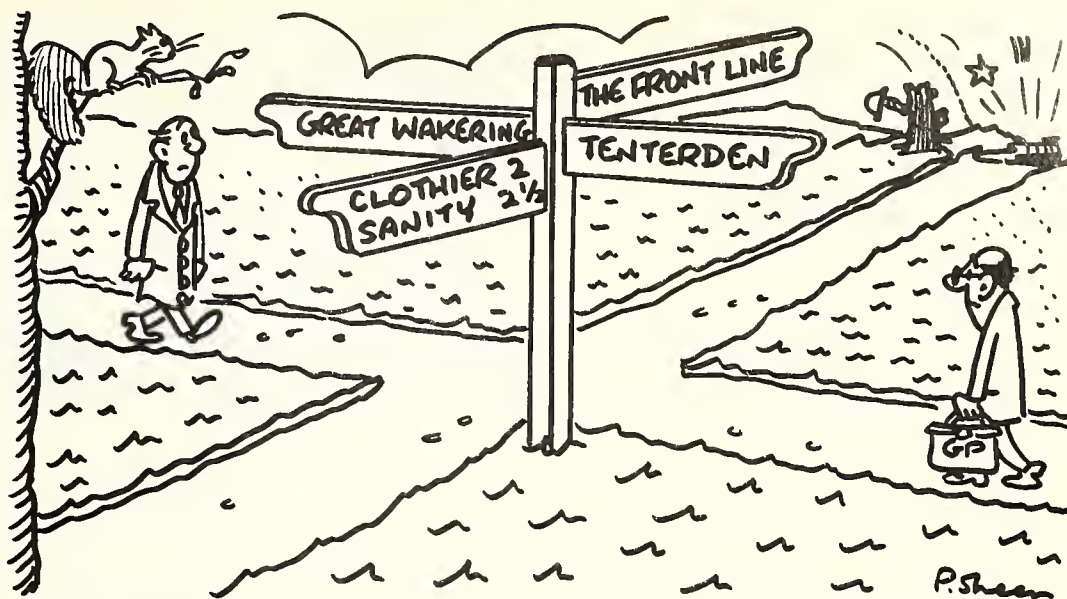
Babymilk marketing questioned

War on Want have suggested that a legally binding code limiting the promotion of breast milk substitutes is necessary, as manufacturers have failed to voluntarily restrict their marketing practices.

The charity have published the results of a survey of powdered milk promotion in health clinics, health centres, and hospitals as well as direct advertising. The survey was carried out last September and October and results were obtained from 98 communities. Over 1,675 examples were documented which violate the World Health Organisation's voluntary code. Widespread use of posters, leaflets, booklets, direct advertising, free samples and gifts were noted.

The WHO code was agreed to last May. It bans direct advertising of breast milk substitutes to the public, promotion using the facilities of a health care system and sampling.

"Breast or bottle? Factors influencing the choice of infant feeding in the UK" (price £1), War on Want, 467 Caledonian Road, London N7 9BE. ■



Appeal to Essex FPC by Mr Collin

Mr Lawrence Collin is to appeal to the Essex Family Practitioner Committee following its recent decision that transfer of patients from doctors dispensing lists to prescribing lists should take place after two years, or on the date on which the Clothier report is implemented.

Since Mr Collin first planned to open a pharmacy in the village (*C&D*, Dec 12, 1981, p1088) he has faced opposition from the local population, and the doctors in the dispensing practice have refused to speak to him. He is naturally concerned with the FPC's decision and the precedents it might set, and will be lodging an appeal as soon as he has received expert advice. A two year delay would effectively force him to close his pharmacy. However Mr Collin has said "that if I have to sell another pharmacist would move in."

Some doubt about the legality of the FPC's decision has been voiced, since the matter was not referred to the dispensing subcommittee. Mr Justice Gibson in the Tenterden judgement, said delegation by the FPC to the subcommittee of functions conferred by regulation 30 (that governing the arrangements by which doctors can supply drugs) was mandatory.

Mr Diple, FPC administrator, admitted that the dispensing subcommittee has not been consulted, but in his opinion "it was up to the FPC to decide whether to refer the matter to the subcommittee." He also told *C&D* that he did not agree with the judgement, principally over section 5. However, the FPC was prepared to consider the matter in the view of new events. *C&D* understand the next FPC meeting is to be held at the end of March.

The Pharmaceutical Society has no comment to make on the situation, but perhaps feels in a difficult position as Mr Collin is in breach of the Clothier agreement. ■

'Overdose' damages to be apportioned

A mother who was crippled for life by a drug overdose was awarded £100,000 damages in the High Court this week. The court was asked to apportion blame for the mistake between the doctor who prescribed the drug and the pharmacy which dispensed it. Both admitted negligence.

The mother, Mrs Joan Dwyer, suffered from gangrene in both feet requiring extensive surgery after taking a medicine prescribed for migraine. Mr Ian Kennedy, QC, for Dr Ian Roderick, said he admitted the dose of Migril he prescribed was "wildly incorrect." But liability should be equally shared, he said: "the duty of the pharmacist to the patient is as strong and clear as that of the doctor".

Dr Roderick of Windrush Surgery, Banbury, visited Mrs Dwyer at her home in Banbury in November, 1973. He diagnosed migraine and prescribed Migril. Mr Kennedy told Mr Justice Stuart-Smith that the mistake in over-prescribing was a

"brainstorm". It was supposition that he had considered prescribing one or other of two drugs and wrote the name of one with the directions for taking the other. But his mistake was not picked up by the pharmacist at Cross Chemists (Banbury) Ltd who dispensed the drug.

The damages award will be shared by Mrs Dwyer and her husband who had claimed compensation for loss of his wife's services and sociability.

The judge was told that Cross Chemists were claiming that Dr Roderick's partner, Dr David Jackson, should also share the blame. Counsel for the pharmacists, Mr Christopher Bedingfield, QC, said Dr Jackson visited Mrs Dwyer at her home three days after she started the course of drugs and should have checked what she was taking. "Had he removed the Migril, the symptoms suffered by Mrs Dwyer might have been very much less because the toxic level might not have been reached at that stage," he said.

The hearing continued as *C&D* went to press. ■

Scriptmaster to join Unichem's Scriptwriter...

The label printer that so far has been distributed exclusively by Unichem as the Scriptwriter will now be marketed jointly by the designers and developers, Gallid Ltd of Rugby as the Scriptmaster. Gallid is run by pharmacist David Liddington, proprietor of three pharmacies in the Midlands and computer specialist, Mr Paul Gallini.

The Scriptmaster was conceived about two and a half years ago, and first exhibited by Gallid at Compec in November, 1980 where it was seen by Unichem. Gallid say it has the first British self-contained computerised prescription label printer. The machine impressed them and was in fact close to the specification that Unichem had produced in an earlier internal project.

Under the initial agreement that has now expired Unichem had exclusive rights to distribute the Gallid labeller as the Scriptwriter and they will continue to do this. So far Unichem have installed nearly 200 machines but Gallid will jointly distribute the same machine as the Rugby Scriptmaster.*

Gallid have set up four distribution centres to date in London, East Anglia, the North Midlands and at Rugby and hope to establish more — they also have one representative. Gallid have no quarrel with the support they have had from Unichem but David Liddington says:



"We both felt that we would sell more. There are areas of the marketplace that we can reach and that they can't.

"However, they have proved to be an ideal starting point for us. After all, they have done the most to bring pharmacists into contact with computers."

Mr Liddington believes that although other systems are now available offering more features his system will continue to be bought by the pharmacist who wants a "plug in" labeller — one which is not trying to be a complete computer package.

The Scriptmaster has 100 drug names on file, can interpret abbreviated Latin "sigs," prints at 110 letters per second and is able to produce up to 500 copies of any label. The one line visual display shows 26 characters. Pharmacists who want the drug file amended to their personal choice can have this done by Gallid for £125. They can supply Scriptmasters for a limited free trial period — the machine is on offer at £1,375 (full price £1,495) and also on a lease-purchase scheme from Gallid Ltd, 1 Bilton Road, Rugby (telephone 0788 74442/3). ■

...and a pharmacist invents own system

Mr J. Richardson of Preston is another pharmacist-inventor who is designing his own labelling system in conjunction with a professional programming friend. He says years of looking in vain for the ideal system and woeful tales of yet another pharmacist buying "an expensive disc-driven system to write labels" made him do it.

He claims its main features are ease of use. It has a capacity of up to 1,500 drug names, called up by entering the first three letters — only 400 are included on the standard program so as to leave capacity for the other functions. These include the ability to total prescriptions, patients, drug quantities, minimum stocks etc. It can also calculate retail prices automatically from invoice, repeat labels and "do" wages, VAT and accounts.

Mr Richardson says he has eliminated "many checks and key strokes" in entering dose codes etc, making his a simple and quick system.

Based on a Video-Genie, Epson printer, "green" monitor and labels, Mr

Richardson hopes to retail the system at around £1,000 but is still trying modifications to the program. He would welcome contact from interested pharmacists at 13 Hope Terrace, Lostock Hall, Preston, Lancs. ■

Aspirin in costly 'new clothes'

"The aspirin in Pharmacin won't do a better job of relieving aches and pains than standard aspirin BP or soluble aspirin BP and costs about three times as much."

So concludes *Which?* magazine in an "inside story" on "aspirin in some expensive new clothes." They do add however that it may possibly be easier or more pleasant to take. The article says that Pharmacin joins the list of branded pain relievers, all of them very similar to, but more expensive than, unbranded standard preparations.

A table comparing the price of Pharmacin with other preparations is given. The article then relates the comments of a panel of doctors and pharmacists asked if they thought aspirin

in a capsule could have any advantages over tablet or soluble aspirin. These were: more pleasant to take if you dislike the taste of aspirin; possibly easier to swallow than a tablet although soluble aspirin obviates this problem, and better storage properties than ordinary loose tablets.

Pregnancy testing

This is reviewed in the same issue with do-it-yourself kits compared with getting a professional opinion. Kits are unlikely to give false positives but need some care to use and several types of mistake can lead to a false negative, the report says. They can be used a few days earlier than professional testing but this does not alter the subsequent choices. However women may want to find out as soon as possible for their own peace of mind, it admits, and they may want to alter smoking and drinking habits or get advice whether to take medicines as soon as possible.

Both the Discover-2 and Predictor kits were found generally rather fiddly to use. On balance the latter was slightly preferred although the magazine notes that Discover-2 is quite a bit cheaper if a repeat test is necessary. On professional tests it says that doctors, chemists, pregnancy advice centres and family planning clinics can all do them about two weeks after a missed period and all but the chemist can give counselling. Chemists are likely to advise seeing a doctor if a test is positive — they charge £3-£5 and give results in 2-3 hours, it concluded. ■

Second reading for Sunday trading Bill

A private members Bill sweeping away all statutory limitations on shop trading hours was given an unopposed second reading in the House of Lords on Tuesday.

Many peers expressed anxiety about the implications for Sunday trading and Baroness Trumpington (Con), chief sponsor of the Bill undertook to consult the Home Office on framing amendments to safeguard the position of shop workers. Lord Belstead, Home Office under-secretary, described the Government's attitude to the Bill as one of "benevolent neutrality".

Without active Government support the Bill still has only an outside chance of becoming law. ■

NHS plans shelved

Reorganisation of the health services finances has been shelved by the Government until after the next General Election, although the decision has not been publicly announced. Mr Fowler, secretary for health, has shown little enthusiasm for the report, and it is now recognised as a politically sensitive issue. ■

Pharmacists can now recommend a clinically proven cold treatment

Benylin^{*} DAY AND NIGHT Cold Treatment

PROVEN
EFFECTIVE



Effective relief of cold symptoms requires a treatment that really works. A recent clinical trial[†] demonstrated the effectiveness of BENYLIN Day & Night Cold Treatment.

[†]A randomised double-blind trial in General Practice comparing the efficacy of BENYLIN Day & Night Cold Treatment and Paracetamol in the treatment of the common cold.

Middleton RSW Brit. J. Clin. Pract. Vol 35 (9) 297/300 Sept. '81

PARKE-DAVIS

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good products for you and your customers

*Trade Mark R82196

Benylin Day and Night Cold Treatment is available in display outlets containing 24 retail packs.
List price to pharmacist per retail pack 55p
Price to public per retail pack 95p
(inc. VAT at 15%)

Composition
Each yellow (daytime) tablet contains:
Paracetamol Ph. Eur. 500mg
Phenylpropanolamine hydrochloride B.P. 25mg
Each blue (night time) tablet contains:
Paracetamol Ph. Eur. 500mg
Diphenhydramine hydrochloride B.P. 25mg

Indications
For the relief of the symptoms associated with colds and influenza

Adult Dosage
Four tablets should be taken daily - three yellow tablets during the day and one blue tablet at night. Take only one tablet at a time, and only at the times of day indicated on the pack.
Do not take the night-time tablets during the day.

Children's Dosage
Not recommended for children under 12 years

Contra-indications/warnings etc.
Hypersensitivity to any of the constituents. Paracetamol can cause skin rashes, dizziness and palpitations. Caution should be exercised in patients with hyperthyroidism, hypertension, cardiac dysfunction, diabetes mellitus and liver disorders. Benylin Day & Night Cold Treatment should not be used during treatment with M.A.O.I.s or for two weeks after completion of therapy. Do not exceed the stated dose - An overdose is dangerous; medical attention should be sought immediately. May cause drowsiness. If affected, do not drive or operate machinery. Not to be used in pregnancy. Avoid alcoholic drink if symptoms persist, consult your doctor.

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Please send me __ Case(s)@ £38.64p (Incl VAT).

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PLUS FREE DISPENSER AND FREE SHOWCARD.

COST PER CASE – £19.44 (+ VAT) SELL FOR £41.58p.

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Please send me __ Case(s)@ £22.36p (Incl VAT).

PLEASE NOTE: – 10% EXTRA DISCOUNT IS AVAILABLE ONLY IF YOU SEND CASH WITH ORDER.

FOR CASH WITH ORDER CUSTOMERS ONLY

__ Case(s) of Offer 'A'@ £38.64p (Incl VAT) =
£ : p

__ Case(s) of Offer 'B'@ £22.36p (Incl VAT) =
£ : p

Total cost of order = £ : p

Less 10% = £ : p

I enclose a cheque for = £ : p

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ADDRESS _____

POSTCODE _____

Allow 14 days for delivery.

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11, HASLEMERE WAY, TRAMWAY INDUSTRIAL
ESTATE, BANBURY, OXON. OX16 8TX.
(TEL: 0295 65036)

BEECHAM PROPRIETARIES

Prices effective from 1st March 1982

Product Description	Sales Status	Retail Price per Unit Inc. VAT	Units per Case	Standard Wholesale Price Per Case Excl. VAT
BEECHAMS POWDERS				
Standard (8 Powders)	pm	62	24	9.89
Large (20 Powders)	pp	102	6	4.07
60 Powders	pm	10	60	3.99
Mentholated (8 Powders)	pm	68	12	5.42
Tablet Form (16 Tablets)	pm	62	12	4.94
Tablet Form (18 Tablets)	pm	70	12	5.58
Tablet Form (36 Tablets)	pp	94	6	3.75
Tablet Form (40 Tablets)	pp	102	6	4.07
BEECHAMS POWDERS HOT LEMON				
Standard (5 Sachets)	pm	70	24	11.16
Large (10 Sachets)	pm	113	6	4.50
30 Sachets	pm	17	30	3.39
CEPHOS				
Standard (8 Powders)	pm	62	12	4.45
Tablets (16 Tablets)	pm	62	12	4.45
DAY NURSE				
(160 ml)	p	165	6	6.58
GERMOLENE				
Large (70g)	pm	105	6	4.19
MACLEANS				
Tablets Standard (22 Tablets)	pm	64	12	5.10
Tablets Large (44 Tablets)	pm	105	6	4.19
Powder Large	pm	105	6	4.19
MAC LOZENGES				
Medicated, Honey-Lem or Blackcurrant Flavour				
Tubes (12 Lozenges)	pm	20	36	4.78
Cartons (27 Lozenges)	pm	45	24	7.17
NIGHT NURSE				
(160 ml)	p	165	6	6.58
PHENSIC				
Handy Size (12 Tablets)	pm	38	24	6.06
Standard (24 Tablets)	pm	64	24	10.20
Medium (50 Tablets)	pp	90	6	3.59
Large (100 Tablets)	pp	150	3	5.98
Strip (6 Tablets)	pm	22	36	5.26
RALGEX				
Balm	pm	66	12	5.26
Stick	pm	74	12	5.90
Spray	pm	120	12	9.57
SETLERS				
Standard (30 Tablets)	pm	53	12	4.23
Large (50 Tablets)	pm	78	12	6.22
Roll (10 Tablets)	pm	22	24	3.51
10 Roll (100 Tablets)	pm	113	6	4.50
VENO'S COUGH MIXTURES				
Original or Honey & Lemon				
Standard (75 ml)	pm	82	12	6.54
Large (135 ml)	pm	114	6	4.54
Adult Formula (120 ml)	pm	114	6	4.54

All Case Forms subject to the addition of 15% Value Added Tax.

All above prices are Resale Price Maintained.

pp Sale is restricted to persons lawfully conducting a Retail Pharmacy business or to holders of Wholesalers Dealers Licence (Medicines Act 1968).

p Sale is restricted as pp above but wholesalers must also be registered under Schedule 1 of the Misuse of Drugs Regulation 1973.

pm Wholesalers must hold a Wholesale Dealers Licence (Medicines Act 1968).

BEECHAM HOUSE · BRENTFORD · MIDDLESEX TW8 9BD
TELEPHONE: 01-560 5151

By Xrayser

Corrections



Mr John B. Evans, MPS, a yeoman of the Worshipful Society of Apothecaries of London since 1977 was unanimously elected to the livery at a recent meeting of the Court of Assistants, and

was clothed by the master Sir Ronald Gibson, CBE, LLD, FRCS, FRCGP at a meeting of the private court on February 2.

Mr Evans, chairman and managing director of Abatron Ltd, is also a fellow of the Royal Society of Medicine and a Freeman of the city of London.

Mr Robert M. Timson has been re-elected president of the Guild of Hospital Pharmacists. Mr Timson is area pharmacist at Kings Mill Hospital, Sutton-in-Ashfield, Nottingham. Mr Mike Cullen is re-elected vice-president and Miss Marion Dinwoodie continues as editor of the Guild's publications. The position of professional secretary is now taken by Mr V'Iain Fenton-May who also continues as secretary of the education and science committee. Dr Edward Fullerton has been re-elected chairman of the staff side of the Pharmaceutical Whitley Council.

Five national members seats on the Guild Council were up for election. The successful candidates were Mr William Brookes, Mr Cullen, Dr Fullerton and Miss Jane Moffatt, who were all re-elected, and Dr Trevor Deeks. The four district members seats were taken by Mr Harold Poole (Northern) who was re-elected, Mr M. Beaman (Midlands), Dr F. Haines-Nutt (South Western) and Mr J.P. Robson (North Western). The Council co-opted Mr P. Sharott (London).

Mr "Griff" T.M. David, FPS, Swansea, is to receive the Pharmaceutical Society's Charter Gold Medal this year. **Mr R.W. Harrison, FPS**, Lancaster, will receive the Charter Silver Medal. ■

Last week I was so taken up with the information and the implications arising from the proposed "simplification" of our contracts that I had little time to read the letter from John Davies — who wrote as secretary of the Rural Pharmacists Association to correct me over the matter of my suggestions regarding rural dispensing.

I think it is an important letter because he points out that even I have been influenced into half accepting the doctor's arguments that they provide medicines to the patients who cannot get out. I have to plead guilty to imagining that these GPs had visited their patients, carrying a limited range of medicaments for immediate use. And while this is not absurd — since it is a requirement that they carry drugs for emergency administration — I can certainly believe that a romantic vision of the serving rural physician could be a projection of "presented" ideals, rather than the general practice.

And it is the practice we have to contend with. I wholly agree with the point that if a prescription has to be collected from the doctor's surgery after a domiciliary visit, there is no justification for a doctor dispensing on the grounds of a better, more convenient service, if there is a pharmacy within reasonable distance — the patient still has to make arrangements to collect the items, or have them delivered anyway. The doctors are merely arguing for a parallel or competitive service, to the detriment of the much wider pharmaceutical service we give. I also agree with Mr Davies when he says it's about time we were encouraged to project ourselves as an essential part of the nation's health services which everyone, whether rural or urban, should expect to have as a matter of right. In the

end this boils down to banging the drum — publicity with a capital "P" — instead of the wilting reticence which so characterised our past efforts.

But saying this is not the whole story. We have to get out and make it clear we want to serve the public. If that means resiting pharmacies, particularly in the smaller country towns to positions nearer to the surgeries, then we must look at the proposition. If it means tailoring our hours to fit in with those surgeries, let's get on with it. If we see a need for a rural delivery, let's make arrangements . . . and publicise them! If the doctor wants "redipacks" for emergency use, what's wrong with making his work easier? I think we have left it far too late, but had better now start a campaign at all levels to tell people, including the GPs, just what we do for the community . . . And if I make any other suggestions you think are plain potty, kindly shoot me down, and then watch me start all over again!

'Repeating'

I seem to be dispensing far larger quantities of drugs per prescription now than I was. In fact I am going to run a mini survey, to see just how many one, two and three month supplies I am giving. But if, as I suspect, the practice is growing as a matter of convenience for doctors and receptionists, we will have to do something pretty vigorous. The simplest way around the problem would be for the doctor to endorse the form "Repeat twice" or whatever, up to three months. This would be so simple as to find easy acceptance at the surgeries. Triple forms are OK but, administratively, a pain for the GP. And I think they will be resisted. ■

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ENGLISH GRAINS
The name speaks volumes.

Antihistamine that does not sedate

A new antihistamine which appears to have several advantages over existing products is being introduced.

The drug is called terfenadine (Triludan) and like other so-called antihistamines it antagonises the action of histamine at peripheral H_1 receptors. However it does not easily cross the blood-brain barrier and therefore has very little central activity.

Although some drowsiness was observed in clinical trials this was usually slight, occurring at the same level as a placebo effect, and the drug does not cause the sedation and lack of concentration common to many antihistamines. It does not enhance the effect of benzodiazepines, alcohol, or other central depressants, hence the standard antihistamine warning is not required.

Apart from its effect on H_1 receptors terfenadine appears to have very little other activity. It does not possess anticholinergic or antiserotonergic properties and therefore has few other side-effects. The plasma half-life is about 15 hours enabling a twice daily dosage regimen.

The Committee on Safety of Medicines normally requires all new chemical entities to be prescription only at

first and terfenadine is no exception. However if no safety problems are discovered then a change to pharmacy medicine status within a few years may be possible.

Triludan tablets

Manufacturer Merrell Pharmaceuticals Ltd, Pimbo Road, Skelmersdale, Lancs WN8 9PE

Description White, round, tablets with a concentric circle M design on one side and a scored bisect line with the code 084 on the other, each containing terfenadine 60mg

Indications Symptomatic relief of hay fever, allergic rhinitis and allergic skin conditions

Precautions Although animal reproductive studies have not indicated any adverse effects, Triludan should not be used in pregnancy or lactation unless the potential benefits outweigh any possible risk

Side effects In clinical trials of one or more weeks, drowsiness, usually slight, has been observed generally with an incidence equal to or less than that observed with placebo in the same trials. Headache, sweating, and mild gastro-intestinal disturbances have infrequently been reported

Packs 50 tablets in blister strips of ten (£4.48 trade)

Supply restrictions Prescription only
Issued February 12, 1982 ■

Lasilactone capsules

Manufacturer Hoechst UK Ltd, Salisbury Road, Hounslow, Middx TW4 6JH

Description Hard gelatin capsules with light blue opaque caps and white opaque bodies, each containing frusemide 20mg and spironolactone 50mg

Indications Treatment of resistant oedema where this is associated with secondary hyperaldosteronism; conditions include chronic congestive cardiac failure and hepatic cirrhosis. Treatment should be reserved for cases refractory to a diuretic alone at conventional dosage and the fixed ratio combination should only be used if titration with the component drugs separately indicates that it is appropriate. In the management of essential hypertension use should be restricted to patients with demonstrated hyperaldosteronism

Dosage Normal range is between one and four capsules daily. Lasilactone is not suitable for children

Contraindications, precautions etc As for frusemide and spironolactone

Packs 50 capsules (£9 trade). Special offer of 4 × 50 for £27 (hospitals only)

Supply restrictions Prescription only
Issued February 15, 1982 ■

Nizoral useful for nail mycoses

The indications for Nizoral tablets have been extended to include onychomycosis — fungal infection of the nails. Such infections are very resistant to topical therapy and until now long courses of griseofulvin have been the only really effective therapy.

Janssen say trials have demonstrated that 85 per cent of patients with onychomycosis due to *Trichophyton spp* were cured or markedly improved as were 81 per cent of those infected by candida. Recommended dosage is one tablet daily until at least one week after the condition has cleared and the usual length of treatment is six months (the previous six month limit on therapy has now been lifted). *Janssen Pharmaceutical Ltd, Chapel Street, Marlow, Bucks.* ■

Comfeel ostomy sheets and rings

A range of skin-protective ostomy sheets and rings called Comfeel is the latest development from Coloplast. They are elastic and flexible, stretching to give a comfortable fit round even misshapen stomas, the company says.

The sheets come in three sizes — 10, 15 and 20cm square (£8.10 for 10, £9.50 for 5 and £17 for 5, respectively). The rings are available in eight different sizes from 10 to 60mm diameter and cost £14.10 for a pack of 30 (all prices are trade). Both preparations are prescribable on FP10s.

For hospitals, a dispenser containing a 2 metre roll of Comfeel 10cm wide is available. This is particularly useful when covering large areas, round fistulae and surgical wounds and the price of £14.40 including the plastic dispenser works out at 10 per cent less per 10cm square.

Coloplast Ltd, Bridge House, Orchard Lane, Huntingdon, Cambs PE18 6QT. ■

Tagamet pack

A Tagamet treatment pack has been introduced containing eight calendar blister strips of 14 tablets each (£14.51 trade). *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.* ■

Roter transfer

Roter tablets and Rotersept spray will no longer be marketed by Fair Laboratories Ltd. All marketing responsibility is transferred to *Roterpharma Ltd, Unit C, Dolphin Trading Estate, Windmill Road, Sunbury-on-Thames, Middlesex. Tel Sunbury 89688.* ■

Trade name added

Berk Pharmaceuticals' co-trimoxazole tablets will in future be sold under the brand name Nodilon (1000, £52.50 trade). *Berk Pharmaceuticals Ltd, St Leonards Road, Eastbourne, Sussex BN21 3YG.* ■

Discontinued

■ Astra have discontinued Thean tablets and suppositories as well as Citanest 4 per cent topical (25ml). *Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.*

■ Minims pilocarpine nitrate 3 per cent eyedrops are discontinued. The other strengths will continue to be available. *Smith & Nephew Pharmaceuticals Ltd, Bampton Road, Romford, Essex.* ■

Kodak camera with 'rotating disc of film'

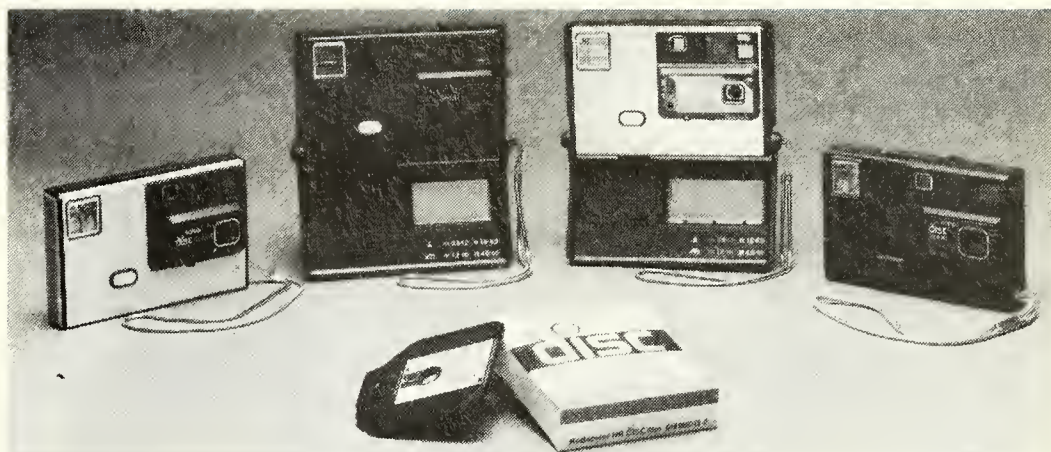
The Kodak announcement of a UK Autumn launch for a range of compact cameras built around a unique rotating disc of film, together with an extensive line of photofinishing equipment to handle it, confirms at least some of the many rumours that preceded last week's Press conference (*C&D*, January 23, p125).

Kodak say the system represents "a substantial leap forward" in automation and improved results. "Decision-free photography that will enable users to take good pictures virtually anywhere," says Kodak chairman, Mr Walter A. Fallon.

Three Kodak disc cameras will first be available in America in May, ranging in list price from \$67.95 to \$142.95, for an outfit which includes two discs of film — they are powered by new lithium cells. Combined with an electronic brain, an "Ultralife" energy source provides 1 1/2-second electronic flash recycling, automatic film advance and automatic exposure control. The 2000 model will use a 9v alkaline cell as a power source.

A key to the new system is the development of Kodacolor HR disc film, for use in the extremely small (approximately 8 x 10mm) format system, required to provide maximum user benefits. To permit the smaller size, the 200-ISO speed film has lower granularity with more sharpness than current Kodacolor II film.

With the small format came the design of a short focal-length lens (f2.8) that combines a fast speed, and the depth of field needed for most picture-taking situations with fixed focus cameras. The

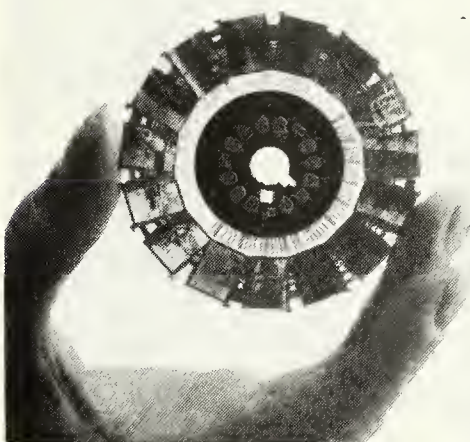


lens, which Kodak describes as being "near the theoretical limits of perfection," contains four glass elements. The format also permitted the design of cameras that fit easily into a shirt pocket with efficient components that make minimum demands on the energy source.

The photo-finishing equipment to handle the new disc film (see p291) caters for all lab sizes.

Basic features

Three of the cameras all have the same basic features: a 6v lithium power source, four-element, 12.5mm, f2.8 glass lens, and automatic built-in electronic flash



with a flash range from 4 to 18 ft (1.2 to 5.5m), automatic film advance, 1 1/2-second flash recycling time, and auto exposure control which selects the correct shutter speed and aperture. The fixed-focus lens provides sharp pictures from 4 ft (1.2m) to infinity.

□ The Kodak disc 4000 camera outfit, (\$67.95), features a slide which covers the lens and viewfinder.

□ The 6000 outfit, (\$89.95), can take close ups at 18 in (0.5m). It also has a combined cover/handle.

□ The 8000 outfit, (\$142.95), includes all the features of the 6000 camera plus a self-timer, a rapid-sequence film advance, a digital alarm clock and has a gold-anodized appearance.

□ The 2000 camera has the same lens as the other models but a manual two-step exposure control with a warning light and two shutter speeds — f2.8, with the built-in flash, 1/100 second flash or f6, 1/200 sec without.

□ The HR disc of film, containing 15 exposures, will list for \$3.19 — Kodak say the UK price will be less than the "Autumn" price for a C110 24 film.

A thick "Estar" base is used to maintain extreme flatness in both the camera and photofinisher to ensure "perfect" 110-size prints — enlargements measuring 5 x 7in or 8 x 10in will be possible. *Kodak Ltd, Station Road, Hemel Hempstead, Herts.* ■

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But don't just take our word for it—compare the profit potential of Enterosan against that of competitive products.

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COUNTERPOINTS

Polaroid launch 600 system . . .

Polaroid will be launching their new 600 system of instant colour photography this Spring under a new trade-name and with a new series of commercials featuring James Garner, star of the Rockford Files.

The two 600 cameras will be known as Polaroid 660 Autofocus Sun (around £55) and Polaroid 640 Sun (around £37.50) instant picture cameras and will use Polaroid 600 ASA film (£5.69 srp). The cameras both have integrated electronic flash and "light managing" electronics which mix ambient and flash light with mathematical precision to produce "exposures of remarkable accuracy time after time." They come supplied in a cordura case with an adjustable shoulder strap and two large outside pockets.

Polaroid will also be running a series of new Muppet commercials with POS material to support the Button, other SX-70 cameras and Supercolor film.

Representatives will be visiting dealers



from the February 18 to take orders under the Spring launch programme. Deals will be available on the 600 Sun and Button camera packs. SX-70 Polasonic 1 is also on offer. Dealers wishing to buy less than the smallest "pack" of thirty cameras will be referred to a local wholesaler. A new co-operative advertising scheme will enable dealers to claim up to 50 per cent of their local advertising costs back from Polaroid.

All accessories and flashguns have a 10 per cent discount provided they are purchased at the same time as the main order for delivery between February 15 and March 31. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.* ■

. . . and Agfa a new Optima 35mm

Agfa-Gevaert are introducing a new 35mm fully automatic compact camera, the Optima, with an "even better specification" in two important respects than that of the Optima 335.

The improved features are a color-solitar $f2.8$ 40mm 4-element lens providing focussing depth from 3ft to infinity and fully automatic control of exposures via an electronic shutter, with speeds of 1/30 to 1/1000 second.

The Agfa Optima comes complete with three batteries, case, and a 135/24 exposure colour print film, in a presentation pack (approximately £33.00).

Agfa are offering dealer incentive schemes and "significant" contributions towards dealer advertising. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex TW8 9AX.* ■

Addis and Samco

Addis have acquired sole distribution rights to the Samco by Mazzucchelli sunglasses brand. In 1974 they acquired independent chemist distribution for Samco sunglasses. The change will have no effect on retail distribution, the company says. *Addis Ltd, Brushworks, Hertford.* ■

The counter unit holding 12 hand and body lotions which have been recently added to the Simple toiletry range. The lotion, which contains almond oil and squaline, is currently available at an introductory price of £0.85 for a 130ml tube (normal rrp £1.06). *Albion Soap Co Ltd, 113 Station Road, Hampton, Middlesex TW12 2DY*



Product bonus for Algispray

A product bonus is currently available on Algispray. While stocks last, retailers ordering 48 cans at bonus price will receive six cans free together with an Algispray dumpbin. Advertising is currently running in the *Mirror, Express, Sun* and *Mail*. *Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk.* ■

Holgran in Eire

Holgran Foods range is now available in Eire through *Kelkin Nature Products Ltd, Tallaght, co Dublin.* ■

and in its
ability to wrap
things up.

As part of our comprehensive manufacturing services for tablets, powders, liquids and pastes, is a highly efficient contract packing facility.

We can offer this service at extremely competitive rates for any type of bulk product. English Grains modern equipment includes: high



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ENGLISH GRAINS
The name speaks volumes.

April launch for Sophia fragrance

Sophia, the long-awaited fragrance launch by Rigease, should be on-counter by mid-April. Inspired by Sophia Loren, the £300,000 product launch will be supported by national advertising and personal appearances by the actress.

The collection comprises a 25ml and 50ml parfum de toilette spray (£3.45 and £5.75), 7.5ml parfum (£8.95), 100gm perfumed bodypowder (£1.95), and 100g perfumed luxury soap (box of three, £2.95). There will be an introductory offer of a 15ml parfum de toilette spray (£1.95). The fragrance is described as a floral bouquet with oriental undertones. Rigease took over the Coty range of products in November 1980 from Rubinstein. *Rigease Ltd, PO Box 27, Brentford, Middlesex.* ■

Dateline addition

Dateline have added a hair drier and attachments set to their range of hair-care appliances. The styling brush set (£12.95) comprises a two-speed (400/800w), two heat hair drier plus five attachments:- a concentrator nozzle; a shaping brush; a wide and fine toothcomb and an auxiliary styling handle. It comes in pale cream with brown attachments and swivel cord. *Dateline, La Sergente, St Mary, Jersey, Channel Islands.* ■

Record tokens for Clairol consumers

Clairol Appliances are launching a consumer promotion which offers £1 record tokens free with the company's six leading products. This offer is currently running on the Clairol styling brush, the 1200 hairdryer, Flexibrush and Crazy Curl styling wands, Stylesetter heated rollers and the Skinvention skin cleaning system. A showcard advertising the promotion is also available. *Bristol-Myers Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB.* ■

'Extra free' sizes in J&J baby range

Seven products in the Johnson & Johnson baby toiletry range are to feature in an "extra free" promotion. The products are Johnson's baby shampoo, baby bath, baby powder, cream, lotion, oil, and cotton buds. The promotion will be



A bonus of 24 for 20 is currently available on Daen depilatory cold wax strips (6 double strips, £1.95). The offer runs until mid-March. Daen comes in outers of 24 which each convert into a counter unit with header card. Advertising will appear in the April issues of the monthly women's Press. *Beauty Basics Ltd, Unit D, 51 Calthorpe Street, London WC1*

Houbigant begin image update

Houbigant, who feel they have been very quiet of late are out to re-establish their image as a French fragrance house and increase awareness of their product range. First off they are running a Mothers Day consumer promotion. This comprises a Chantilly dusting powder available for £1.50 with any purchase made from the range. Window kits are available to retailers and if a photo is sent in of the display the retailer will receive a Houbigant parcel worth £45. *Houbigant Ltd, Balcombe Road, Horley, Surrey.* ■

supported at point-of-sale with dumpbin headboards, shelf strips and window showcards. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

Alcon deletions

The Burton Parsons division of Alcon Laboratories have deleted the following contact lens solutions: Clens 10ml, Combiflex 250ml, Contigel 120ml, Flexsol 10ml, Normol 10ml, Normol 175ml, Preflex 10ml and Soaclens 10ml. *Alcon Laboratories, PO Box 187, Imperial Way, Watford, Herts WD2 4YR.* ■

Supersoft bonus

Supersoft will be available with 25 per cent extra free during March and April. This promotion is to be carried on the most popular sizes in the range (150ml shampoo, 125ml and 200ml hairsprays and 150ml conditioners). *Reckitt & Colman Ltd, Dansom Lane, Hull HU8 8DD.* ■

Formulation changes for Beechams powder

Beechams powders tablets are now flat with bevelled edges, providing a slimmer tablet of the same efficacy but improved swallowing acceptability.

Following earlier changes to the formulation of Beechams powders (as a result of product licencing reviews) the tablet form is also changing formulation and will now contain aspirin BP 300mg, caffeine BP 25mg per tablet, with micro-encapsulated cinnamon as well as the other traditional ingredients.

Pack sizes are also changing, and are available in 36s (£0.94) and 18s (£0.70) from the end of March. *Beecham Proprietaries Medicines, Great West Road, Brentford, Middlesex.* ■

Cash reward on Lil-lets

Lilia-White's programme of promotion for Lil-lets tampons starts with an on-pack offer flashed "cash reward offer." This promotion, which is available on all 20's packs, gives the consumer £1 in return of four Lil-lets pack fronts, (two of which must be from the special packs), or £2 for six pack fronts, (three from the special packs). *Lilia-White Ltd, Alum Rock Road, Birmingham.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Askit powders:	Sc, G
Bic razor:	Ln, M, Lc, WW
Colgate Dental Cream:	All areas
Cosifits:	All areas
Cyclax:	All areas
Dentu-creme:	All areas
Marmite:	Ln, M, So, A, We, CI
Moncler Derma:	G
Palmolive soap:	All except We, B, E, CI
Pharmacin:	All areas
Recital:	All except We, E, CI
Sanatogen multi-vitamins:	All areas
Scholl thermal insoles:	All except E
Signal toothpaste:	All areas
Simple soap:	Ln
Snugglers disposable nappies:	All except E
Steradent Fresh:	All areas



Savlon-lift off!



Savlon's £1¼ million biggest ever campaign starts March 1st!

ICI are putting £1¼-million behind a great new advertising theme for 'Savlon'. 17 million housewives will see the powerful new 'Savlon' commercial at least 10 times on average!

And it will convince them that 'Savlon' is the ideal antiseptic disinfectant—not just for personal use, but for disinfecting and killing germs all around the home!

'Savlon' is already the fastest-growing antiseptic disinfectant on the market. And tests in Scotland prove that, with this kind of support, 'Savlon' will not only increase the total market but will actually threaten Dettol's leadership!

We've given it a new label and product description too! By heavily branding 'Savlon' as the ideal 'Antiseptic Disinfectant' we're making sure they'll use it not just on people, but all around the home too!

There's lots of colourful display material to tie in with this spectacular TV campaign. And there's a massive new campaign in women's magazines for 'Savlon' Cream too!

So keep your 'Savlon' stocks high and be ready for the big lift-off!



'Savlon' is a trade mark.
Care Laboratories Ltd, Amersham, Bucks.,
a subsidiary of
Imperial Chemical Industries PLC.

Savlon's best for people, and for homes...and for profits!

WE'RE GIVING THE COM THE BIG

We're introducing new Sanatogen Vitamin E to our range of vitamins. And we're backing that range with a £1 million advertising campaign. That means the most popular range of vitamins in the country is sure to become even more popular.

Every tablet contains 100mg of Vitamin E. They're easy to take, they taste nice. But the thing that makes them special is the name, Sanatogen.

So, stock up now and make sure both you and your customer get all the Vitamin E you need.

WING PETITION



NEW SANATOGEN VITAMIN E.

Gillette launch a Silkience shampoo

Hard on the heels of their successful conditioner, Gillette are to launch a Silkience shampoo. They recognise the shampoo market will be "one of the toughest to crack" but are confident their self-adjusting shampoo "will give it a very great shock indeed."

Our objective in the UK, says Roger Crudginton, Gillette marketing manager, personal care division, "is to get the trade to realise that in the UK we are now a major contender in the female toiletries business. We believe Silkience shampoo will help us to consolidate our position; we are aiming for the number one position by year two."

Shampoo sales, Gillette estimate, are worth £90m at retail prices and still growing. Of the 185 brands available 32 are currently being advertised. Nevertheless they see it as a market which is "unexciting and dull particularly in the beauty segment." The top three brands, they say, account for only 15 per cent of the total market yet Head & Shoulders in the medicated sector (43 per cent of the total market) has a 22 per cent share. Gillette promise that with Silkience they will "put retailer profit back into the beauty sector."

Conditioner success

Look at what we have achieved in the conditioner market they say. Within eight months Silkience was in the number two position with an 11 per cent share. Such figures exceeded even our greatest expectations and the market has seen a 12 per cent uplift since that launch. Silkience conditioner is now only four percentage points behind the market leader and such investment — to the tune of £1¼ million — had never been experienced before. In the shampoo market we at Gillette are going to do it again.

Already available in America the shampoo has been a "roaring success, selling 30m units a year" and initial trade orders, according to the company, surpassed all expectations.

Product research amongst 600 British consumers found a need for a self-adjusting shampoo which "automatically cleans the roots without drying the ends" — 80 per cent said they would be interested in buying such a shampoo (46 per cent of these stating a definite



intention to buy) and 82 per cent in blind tests against a leading brand rated Silkience as excellent/good.

Available in 125ml and 250ml bottles (£0.58 and £0.95 respectively) the shampoo, like the conditioner, comes in two variants — for all hair types and extra body. (The conditioner is available in 100ml and 200ml and retails for £0.90 and £1.30.) The shampoo bottles are similar to the conditioner but have blue and red graduated labels.

In all £2.1m will be spent promoting the shampoo from the launch through to November. A £1.5m national television campaign will launch Silkience and there will be 1¼m Silkience samples available carrying a 10p off coupon redeemable against future purchases. These sample sizes will retail for £0.24. Further, there will be a door-to-door drop in May of sachets, leaflets and coupons to 6m homes and a sampling promotion to 3.5m readers of the women's Press in March. An advertising spend of £1.2m will also support the conditioner.

Advertising 'recall'

Roger Crudginton, marketing manager told *C&D* that the television advertising would again make use of scanner photography and would capitalise on the technological theme. Research showed, he says, that 75 per cent of people actually remembered this from the advert and a recent survey has found that 70 per cent of Silkience conditioner buyers had or

intended to repurchase the product.

And he continues: "We launched the conditioner first because it is easier to establish the self-adjusting concept in that market. There was some doubt about what we were trying to say in the television advertising but 34 per cent of the people who said they didn't fully believe it were also willing to give it a try". Packaging, he says, is deliberately different to make the point that we *are* different — "we are not in the size impression game and we are not offering a shampoo which will devalue the market."

A pre-packed counter merchandiser of 36 units is available for both the standard and trial sizes (36 × 60ml trial sizes, trade price approx £5.66; 6 × 250ml with 12 × 125ml sizes in both variants, approx £17.35). *Gillette (UK) Ltd, Great West Road, Isleworth, Middlesex TW7 5NP. ■*

Crunch n' Slim — two more variants

Two additional variants — orange and raisin and coconut and currant — have been added to the Crunch n' Slim range, and a one-meal pack for the original sultana and hazelnut flavours (£0.35) is now available. This includes a money-off coupon redeemable against any six-meal pack. Packaging has also been redesigned to distinguish between the different flavours. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA. ■*

The Sunday Post

We're going to tell 14½ million consumers that Vantage Chemists are...

Right on price, right on your doorstep



ALBERTO VO5 Shampoo	43P	(All Types) 125ml
Crest Plus Toothpaste	41P	Ex Large
	29P	Large
	99P	Family (Twin Pack)
Kleenex Toilet Tissue	42P	(All Colours) Twin Pack
PALMOLIVE Rapid Shave	57P	(All Types) Standard
Shave Cream	52P	(All Types) Large
	73P	Giant
Shave Sticks	20P	

Value for the family
...where you see your local VANTAGE Sign.

Powerful...persuasive...half page eye-catching ads in the Daily Mail & Daily Express plus large page-dominating spaces in the Sunday Post...throughout January, February & March...it all adds up to a massive 14½ million circulation business-boost for every chemist in the Vantage symbol group.

Strategically planned to run right through the major selling season.

Make sure you cash in on this profit-packed-promotion, by making full use of your Vantage display material...it points the way to better business.



Shaving — changing trends for both wet and dry?

Although the shaving market has seen no dramatic change in size over recent years there have been obvious shifts within the differing product sectors. Electrical shavers for the female market are suggested as the area for potential growth while disposables continue to consolidate the inroads made into the wet shave sector.

Once captured, always committed appears to be the widely held belief among electric shaver manufacturers as the race heats up to attract — and keep — the young shaver. The fact that this is now possible is a good indication of the state of the market. Not too many years ago fathers were giving their old shavers to their sons — who were rather unimpressed. But the technological improvements seen since then have changed all that.

In 1981, it is reported, there were 1.5 million electric shavers sold in the men's market — slightly more than the 110,000 sold in 1949! In recent years the market has been relatively stable. In 1973 it stood at 1.4m units and three years later rose to 1.6m with the flurry of activity created by the advent of Braun. Since then there have been no outstanding technical innovations and no discernible shift in preference for either wet or dry shaving.

Philips credit themselves with a 37 per cent share of the men's shaver market which, they say, is currently worth £32.3m (Braun put it at £37m and claim a 34 per cent share). Nearly 50 per cent of all

electric shavers owned are Philishave, say Philips, and around half of these users would choose the same again when the time comes to buy a replacement. This figure drops to 27 per cent for their nearest competitor, they add.

Other facts at the Philip's fingertips show that 53 per cent of all men are shaver owners — roughly 10½m chaps — and 20 per cent of these own more than one. In all, there are 13m shavers in bathroom cupboards around the UK but only 10m used. Of the remaining 3m, 2½m are probably second shavers and ½m just not used.

Ideal gifts

Considering it is very much a gift-orientated market, such figures are not surprising. Information about who buys shavers and why shows that 30 per cent are bought by the actual user, 35 per cent are given as surprise gifts, 11 per cent are requested as gifts but a specific brand is not mentioned and 24 per cent are gift

requests with a specific brand named.

Throughout the year there are also continuous programmes geared to the younger user — 400,000 boys start shaving each year. Philips are currently involved in running the Philishave Gymnastics Award scheme for men and boys, details of which have been mailed out to 25,000 schools, clubs and sports centres. Another scheme is the *Daily Express* / Philishave "Get up and go" awards. Philips are donating £10,000 to winning youngsters between the ages of 16 and 21 who submit ideas for workable business ventures. A new television campaign is also planned for later in the year.

Remington are another company aiming to woo young entrants with their Youth shaver. The company naturally anticipates it will benefit them in the long-term through brand loyalty. They estimate they have a 17.5 per cent share of the market selling 320,000 units per annum. Television advertising featuring Victor Kiam will run from March through to May and he will continue to make guest appearances on chat shows.

Braun have a Spring advertising campaign planned during March and April for their men's shavers and until March 31 will be offering a 15 per cent refund on any product purchase.

And for women...

Figures indicate it is the female shaver market that is seeing dramatic growth and could reach 1m units this year. This is a doubling in the market size since 1978.

Interestingly, the UK market is the largest in Europe, now estimated by Philips to be worth £11m (Braun agree) and growing. Philips claim a 50 per cent share and Braun 25 per cent.

As in the men's sector, lady shavers are seasonal purchases with over 50 per cent of all sales taking place prior to Christmas and 20 per cent during the Summer.

"Even in these liberated days, giving a shaver to a woman is hardly glamorous, so we are trying to promote Philips Ladyshave as a more cosmetic product," says Freddie Brown, divisional director Philips Small Appliances. The company has allocated £1m for television advertising.

Braun too have an advertising campaign lined up for the May-June period and believe this sector of the electricals market to have a "very strong" growth potential.

Carmen entered the market in 1980 with the launch of their Carmen Smoothie (rrp £9.95) believing portable ladies shavers to have become a necessary fashion accessory and the more recent entrants, Pifco, report market growth is exceeding expectation and say their Ladyshaver was "a highly successful seller" during the Christmas period.



Continued on p270

BIG REWARDS

for your customers!



Here's a very rewarding offer from Lil-lets, which your customers will go for in a BIG way!

To obtain a £1 Cash refund they must save 4 Lil-lets pack fronts (2 from special offer packs).

To obtain a £2 cash refund they must save 6 Lil-lets pack fronts (3 from special offer packs).

— It's the biggest cash refund ever offered on any Sanpro brand.

So cash in by stocking and displaying Lil-lets NOW!

*Stock the brands that mean more business
from*



Dr. White's
Panty Pads
Stick-on Lillia
Fastidia
Lil-lets

A Smith & Nephew Company

Wet market 'shaved' by Biro Bic?

Continued from p268

Shaving is a basic function undertaken every day and the end result is that a number of whiskers are shortened, says Terry Thorn, sales director for Bic.

Our product accomplishes this just as effectively as any other, he says, and by 1981 it was the best individual seller in volume terms in the whole of the razor market.

And, he continues, figures for January indicate that, if the total wet shave market is taken as 100 per cent, Gillette disposables have a 13 per cent share, Wilkinson Sword disposables 8 per cent and Bic 32 per cent, giving the disposable sector a 53 per cent share of the total wet shave market. Considering the market was

only opened by Bic in 1975 these figures are quite remarkable.

So, if disposables are doing so well what of the other sectors? In unit terms Bryan du Plessis for Gillette believes, and Wilkinson are inclined to agree, the premium stainless sector of the market is now less than a quarter (in 1978 it was nearly a half), systems, then one third, have fallen to a quarter and disposables climbed to just under a half.

But while in unit terms the market is growing thanks to disposables, the total value is stationery says Mr du Plessis.

"We don't see any significant cash growth in the market," says Mr du Plessis, "though we are trying to add value to the disposable market. The net result of a market that grows in units not cash means the retailer has to give more space to get the same return. It is therefore in his interest that market value increases at the same rate as units."

Yet disposables are the sector where most activity is taking place. As Gillette admit, "the disposable sector is not a passing fad, it is a sector that is here to stay in some size for quite a while in very much the same way as systems which did not just immediately take all the double edge business — despite the fact that they are undoubtedly a better shave. They aren't to some people and it's all down to perception of what you get from a product."

Two out of the last four Wilkinson launches have been in the disposable sector and three out of four for Gillette (including one relaunch). Gillette have earmarked half of their £5m advertising spend for this area and in October Wilkinson Sword announced a £2m television advertising campaign. Bic are currently using sports perimeter advertising, television and Press advertising and during the year will be running an extra-value pack promotion.

Market trends

As to future trends it seems widely accepted that the double edge sector will continue to decline although this will become less steep as it reaches the hard core of users resistant to change. Systems will maintain a market share around the 26 per cent mark and disposables will see a marginal increase. It is believed the volcanic nature of their growth has now levelled out.

Gillette point out that the disposable market is not as strong in pharmacy as in other outlets. Double edge appears to hold up better in the pharmacy sector, they say, possibly because users are slightly older and recognise the chemist as their traditional outlet for toiletry requirements. Wilkinson agree with this but say that the trade has managed to claw back one per cent of the eight per cent market share lost the previous year to grocery outlets and now has a 22 per cent share. Wilkinson say they have a 34.6 per cent share of the total blade market. Handy to date has achieved a 48 per cent distribution through chemist outlets.

So what can we conclude from all this? In the wet versus dry debate it appears to be a case of live and let shave.

In the electricals market Philips are maintaining their lead although Braun have carved and held a respectable niche for themselves since their entry in 1976. In the wet shave area though, concentrated activity is taking place in the disposables sector and there will probably be a rationalising of ranges in the other sectors as the products become outmoded. However while this trend towards disposables is taking place the retail chemist must take care not to be left behind. With the amount of promotional support promised, disposables should not stay on the shelves or sit in the dump bins for too long. Bic described themselves as upstarts when they entered the market and they have certainly started something. ■

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Active Ingredients: Vitamin B₁ Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

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Further information and data sheet available on request *Trade mark R81056

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2 extra towels free!

Giving your customers extra comfort, extra softness, extra reliability — all at no extra cost.
So stock up now with Dr. White's special "2 towels Free" packs — for extra sales of
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*Stock the brands that mean more business
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Dr. White's
Panty Pads
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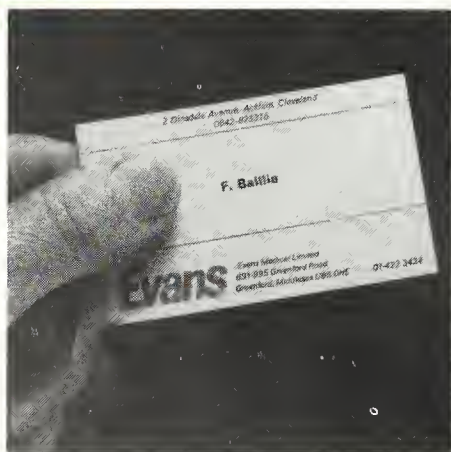
*Independent research

A Smith & Nephew Company

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Ask your Evans representative about it

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Our wide product range is in line with modern dispensing needs

3 Tablet Identification



You can quickly identify our newer generic tablets and capsules by checking the code number in the Price List

Evans

We will be delighted to receive
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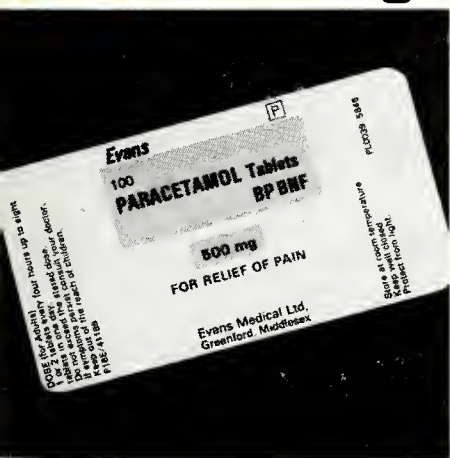
Evans?

Evans Medical is the Glaxo Company responsible for the marketing of standard and generic drugs and by now you may well have some idea of what the new Evans management team is trying to achieve.

Our business philosophy is based on the belief that by identifying your needs and then satisfying them adequately, you the practising pharmacist, will be well disposed to dealing with us.

Just six of the many reasons why

4 Helpful Labelling



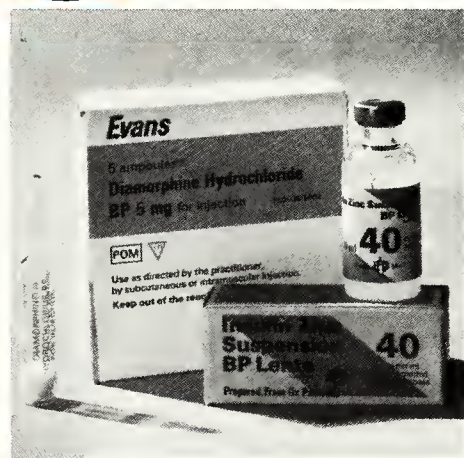
New Evans labels being progressively introduced are designed to be as helpful as possible to you, your assistants and your customers

5 Quality Standards



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Streptomycin and Diamorphine Injections are examples of essential medicines available only from Evans

any other practical suggestions you may wish to make.

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A customer with a mouth ulcer wants fast relief from the pain. So recommend he uses Medijel.

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Medijel

Everyone deserves
a little squeeze sometime.

EQUIPMENT

Emergency unit ideal for retail

A standby power unit, which provides an output of 240 volts at 200 watts to power electrical equipment in event of mains failure, has been introduced by Chromalock Ltd. The EPU 200 contains its own sealed rechargeable batteries and invertors, and an automatic battery charger. Switchover to standby power is automatic and very fast, and the company says in most applications it can be accomplished without any loss of data.

The EPU 200 is said to be ideal for use with cash registers, micro-computers and CCTV security systems and will keep them operational for between 1½-4 hours depending on their power consumption. It includes a battery-monitoring circuit which automatically switches off the invertors when the output falls below a pre-set level, thus avoiding the risk of malfunction of equipment. The unit (£395 + VAT) weighs 3.1kg and is sized 138 × 345 × 390mm. *Chromalock Ltd, Falkland Close, Coventry CV4 8HQ.* ■

Bar-code labeller

Vidac, a hand-held labeller for printing and dispensing bar-coded self-adhesive labels, is now available from Nor Systems. The standard of printing is such, say the company, that the codes may be easily read by most laser scanner and optical recording equipment.

The labeller (£650-£750 depending on code type required) is fitted with a high quality ribbon which gives approximately 3,000 dry print impressions. *Norprint Ltd, Horncastle Road, Boston, Lincs.* ■

Heating control

A silicon chip device called the Clockwatcher, designed by Appliance Components Ltd, has been marketed to reduce heating costs. Operating in conjunction with clock-controlled central heating systems, it works by sensing the ambient temperature at switch-on in the morning, and automatically "calculates" when to switch the heating on to ensure that the shop is heated to the correct temperature by opening time. Savings of up to 16 per cent are possible, it is claimed.

The price of the Clockwatcher is £35. The temperature sensor can be located outside (£14, fitted with 5 metres of cable) or inside (£5.85). Distributed by *Threeways Company, 12 Mount Ephraim, Tunbridge Wells, Kent.* ■

C&D Offer — the world's most fragrant rose



This is an opportunity for *Chemist & Druggist* subscribers to purchase four Margaret Merrill rose bushes at a special price — the Margaret Merrill rose was created specially for Oil of Ulay by Jack Harkness, one of the leading and longest established rose growers in the UK. It has won international acclaim for its exquisite fragrance and beauty: its awards included "The World's Most Fragrant Rose" at the International Rose trials in Monza; the Edland Medal for fragrance, and the top award, the Certificate of Merit, both from the Royal National Rose Society.

The rose is a white floribunda, overlaid with pale satin pink and is ideal for beds and hedges. It blooms throughout the summer with two or three main flowerings. It likes a sunny open position and should be planted before the end of March — full planting instructions are included in each pack.

The special offer of £6.00 including postage and packing is available while stocks last. Normal retail price of the

roses including postage and packing would be £9.10 so there is a substantial saving. As an added bonus, six notelets with an attractive drawing of the Margaret Merrill rose will be included in every pack. How to order: Fill in the coupon and send with a crossed cheque or postal order made payable to R. Harkness & Co Ltd.

Chemist and Druggist Rose Offer

To R. Harkness & Co Ltd, The Rose Gardens, Hitchin, Herts SG4 0JT

Please send me . . . set(s) of 4 Margaret Merrill roses at £6.00 per set.

I enclose cheque/postal order no

Value

Name

Address

Offer closes March 31, 1982.

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Benylin^{*} Paediatric

specially formulated to treat coughs in children up to 12 years, with a pleasant and very acceptable raspberry flavour.

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Sodium Citrate Ph.Eur; Menthol B.P. Product Licence: 0018/0067
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Further information and data sheet available on request

*Trade mark R82156

POINTS OF LAW

Stopping 'slippage' by shoplifters or staff

What is politely called "slippage" is costing business and industry millions of pounds every year. "Slippage" is, of course, the theft that takes place in almost every area of commercial life. In the retail trade it may be shoplifters or members of staff who are the guilty parties.

Can you really guard effectively against this type of activity or must you grin and bear it and consider theft losses part of your normal business expenses? You can, of course, run into the trap where the security measures you might take cost more than your losses from theft and in this case you are on a hiding to nothing as far as reduced profits are concerned.

However, it is possible to take reasonably simple precautions which do not cost a great deal of money and yet can show up quite dramatically in your financial returns at the end of the year.

Solutions

One solution is to call in a security firm to give you advice. Now this will not come free and if your losses are not too great you may consider the expense not justified. A cheaper course is to call in the crime prevention officer of your local police. He or she will be able to make suggestions to you that could help considerably.

Otherwise, you can use your own commonsense and knowledge of the business and its customers and staff to put in measures that will assist your fight against slippage. Where there are large numbers of portable goods around as in the retail business, random spot checks and searches of staff on leaving either at lunch-time or in the evening have proved an effective deterrent. However, you have to be extremely careful here. If you apply any physical restraint to a member of staff who refuses to submit to a search he or she might have a right of legal action against you. Your safeguard is to make it clear in writing when taking on staff that they will be liable to such checks and searches from time to time and if they then take up employment with you, they will be deemed to have agreed to these procedures. In a warehouse or a factory a decent rapid system of stock checking can reveal that slippage is taking place and then it is a question of vigilance to find out the culprits.

In retail shops and in supermarkets

where customers are likely to walk off with your stock in trade, there are well proven methods of deterrence that you can use. In clothing stores low rails of clothes will enable you and your assistants to see what is going on — an impossible task with high racks and shelving. The installation of large notices stating that the store is covered by a television security system has been found to reduce slippage — even though there may be no such system actually in operation!

You will never put a complete stop to slippage or deter the professional thief but at least by thinking about the problems and discussing it with trusted staff you can take action to cut down your losses dramatically.

Business names

Until now, for a business that does not trade as a limited company, it has been necessary to register the name under which the business traded if that name is different from that of the proprietor or proprietors.

For example, if John Jones trades as the Ace Trading Company it has been legally obligatory under penalty of a fine to register that fact on the Register of Business names. (There is no such obligation if John Jones trades as "John Jones"). It is now expected that as from February the Register of Business Names is to be abolished and there will be no need in the future to effect a registration.

Limited companies obviously cannot be formed without registration. There is, however, an important point to watch. Registration has been refused of a name where there is already a company trading in a similar name and where confusion could exist as a result. In these cases, the Registrar has obliged the applicant for registration to change the name of his choice to obviate this.

During the recent lengthy Civil Service strike, the usual searches were not made when applications for registration were considered, and companies may have been registered with the same or similar names as other companies. The Government is now catching up and back checking on registrations. It may very well, therefore, write to newly formed companies requiring them to effect a name change as a result of the search now proceeding. ■

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BACKACHE TOOTHACHE INFLUENZA PERIOD PAINS

The leading pharmacy only analgesic
and a worthwhile recommendation
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Headache · Toothache · Backache · Influenza · Period Pains

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good products for you and your customers

Presentation:
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Paracetamol Ph. Eur. 250 mg, Aspirin Ph.
Eur. 25 mg, Orphenadrine Hydrochloride Ph. Eur.
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Use:
VEGANIN provides analgesic and antipyretic
properties. It is indicated in influenza and

other conditions which require an antipyretic
and for all kind of mild to moderate pain,
especially headache, dysmenorrhoea,
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Dosage:
Adults: one or two tablets to be swallowed
every 3 to 4 hours up to a maximum of
8 tablets in 24 hours.

Children: (6-12 years) 1/2 to 1 tablet to be
swallowed every 4 hours up to a maximum of
4 tablets in 24 hours.

Children under 6 years: not recommended.

Contra-indications:
Hypersensitivity to any of the components.
Not to be used by patients suffering from
active peptic ulceration and haemophilia.

Warnings:
Not recommended to be used in pregnancy.
The stated doses should not be exceeded.

Package Quantities:
Cartons containing 10, 20 and 50 tablets in
opaque blisters. Price to pharmacy as at 12.80
of £ 23, £ 385, £ 8225 respectively.

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Full technical information and data sheets available upon request.

*Trade mark R8105

PERSONAL OPINION

By Squirrel Nutkin — an RPA committee member

Use BPA to regulate rural dispensing

You've got to laugh haven't you? Or at least try anyhow, otherwise you would rush for the nearest anti-depressant or even worse. The Minister for Health has the gall to stand up and tell pharmacists to establish their own position in the Health Service, knowing full well that one brave rural pharmacist who tried to do just that was prevented from doing so by the courts.

Mind you, it is not surprising since the Minister is now obviously a party politician first and foremost. Even the SDP has a doctor as health spokesman, and with his Tenterden track record — Heaven help us if they ever get in. My own MP, while quite interested in the potential saving to the NHS of scrapping doctor dispensing, since he lives in an exclusive rural area was not prepared to do anything much about it for the sake of himself and his neighbours.

He was not even prepared to consider that pharmacy could offer a better alternative service. I pointed out that many rural pharmacies which were struggling at present, could take on the whole of their area's dispensing and by employing another pharmacist could provide a 24-hour service and even deliver to those patients in difficult circumstances. All this was backed by facts and figures.

So, where do we go from here? Sanctions have been discussed but I have my doubts as to whether they would work unless total support was obtained. As I see it, the only other possibility apart from beating our heads against the Department's brick wall, is a campaign to enlighten the public of the true position from financial, ethical and moral standpoints. This would of course be termed "mud-slinging" by the medical profession, but even the threat of exposure might be a good bargaining point.

One big factor we must not overlook is that a large number of rural pharmacists co-exist fairly happily with dispensing doctors. This is not to say that the pharmacist would not like to take over the extra scripts, but they realise that overnight ending of doctor dispensing would not necessarily bring an end to all trouble. The pharmacist would have to consider providing a 24-hour "on call" service and might still not have the volume of business for an extra employee pharmacist. He would then be faced with longer hours and might not feel the extra reward worth the effort.

Consider also the case of the rural pharmacist who has a reasonable business in an area which is not large enough to support two pharmacies at present. His dispensing doubles and he is just in the process of selecting an assistant when a competitor decides to leapfrog. The in-fighting that resulted would be detrimental to the service to patients in the long run.

I believe that we must strive to put our own house well and truly in order as an immediate priority and I feel that the Society's Council, the NPA, the PSNC and anybody else who claims to have the interests of pharmacy at heart should do all in their power to press for a properly-planned distribution of pharmacies with a clearly defined and acceptable role for the general practice pharmacist in patient care. Unless we can establish a suitable distribution of viable pharmacies throughout rural areas which can either employ two pharmacists or can combine with a neighbour to provide an "on call" service, we cannot hope to see a resolution of rural problems which is satisfactory to pharmacists and patients.

The arrival of the Basic Practice Allowance recognised that the pharmacy not only had a right to exist, but was an essential part of the Health Service. I suggest that the BPA could be used to control pharmacy distribution without the need for legislation if our contract was modified. It should be up to LPCs, after consultation with interested parties, to establish the requirements of their areas. They would then discuss the matter fully with the established pharmacies to discover how best to cover gaps in the area (eg new pharmacy opening, collection and delivery).

This having been done, the BPA should be set at a figure realistic enough to guarantee the viability of the pharmacy whether it dispensed any scripts or not. The pharmacy would then be expected to supply a specified number of prescriptions each month free of charge to the NHS and prescriptions over and above this number would be paid for at cost plus an oncost increasing on a sliding scale. Fees could either be abolished or dealt with separately. I will not attempt to put any actual figures to my proposal since I am sure there are experts who can do it better.

This suggestion would ensure that all pharmacists received a reasonable income for their endeavours and remove the

Continued on p283

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Medicine Specialists



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COLD REMEDY
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31SLA/ 7

Continued from p279

threat of pharmacies opening without the approval of the LPC/FPC. In case anybody should think I am proposing a gradual move to a salaried service, I most certainly am not, as I believe that nationalisation of dispensing would grossly inflate costs as it has done elsewhere in the world. It would still be up to each pharmacist to satisfy his community and LPC that he was providing a good service.

So having solved pharmacy's problems, how do we get the medical profession to agree to these proposals? As I have said earlier, in many areas there is a relatively peaceful co-existence of dispensing doctors with rural pharmacies. The pharmacists are well aware of the loss of income to the doctors whose standard of living would be seriously affected. It is no earthly good our saying "tough luck" and ignoring the problem because the boot could well be on the other foot!

I am sure that there are many conscientious doctors whose dispensing has risen to such an extent over the years that, if they have the time to think logically, they are worried by the situation in their own dispensaries — it has got out of hand but they cannot change it without drastically impairing the service they give to the patient. Only this week we heard of a patient who had to be admitted to hospital because "somebody at the surgery" told him to stop taking his antibiotics. These doctors would be pleased to unload their dispensing onto a pharmacy if they could afford to do so.

NHS savings

Whether we agree with our present level of remuneration or not, we have to accept that the result of abolishing doctor dispensing would be a large saving to the NHS. Part of this money could be paid out in compensation to dispensing doctors. I would suggest a full inquiry into the actual loss of profit to doctors and that compensation should only be paid to those practices established for, say five years before the publication of the Clothier report. This may sound vindictive, but I firmly believe that if it had not been for the blatant and provocative attacks on rural pharmacies in the past few years, the situation could have been resolved amicably and gently over a period. Obviously in any instance where a doctor had been required by the FPC to dispense he should also be compensated.

So much for what I feel ought to be done, but how to do it? I fully agree with Mervyn Madge that the RPA should put up candidates for Council and/or support

those who support our views. However there is a problem in that rural pharmacies are solo-pharmacist shops — which poses problems if the proprietor has to attend Council meetings. If this problem could be resolved, there would probably be several who would like the opportunity to stand. However, having served on a local authority council for several years prior to reorganisation, I am well aware that it is one thing to get elected and another to get one's policies accepted by the majority.

There is one way in which all rural pharmacists can help to secure their future and this is by pushing themselves forward as fully active members of the community health team. I know that "patient records" is a highly controversial area but pharmacists are entitled to keep prescribing records and should be paid to do so. Many pharmacists already keep good records and find them useful. With the advent of microcomputer systems, record-keeping will become easier and more efficient, and pharmacists can ensure their position by discussing incomplete prescriptions with the patients. By compiling lists of errors and queries, those pharmacists who are still on speaking terms with their doctors can sow seeds of doubt as to the adequacy of the doctors' dispensaries where it matters most, *ie* at grass roots level.

Also, as suggested by John Davies, a national record of such errors could be compiled for propaganda purposes. I am fully aware that there is no way the proprietor of a pharmacy doing 500 scripts a month can justify the purchase of a computer. However there are many pharmacies that can justify the expense and it should be remembered that as more pharmacies become computerised, future cost inquiries will have to take this fact into account.

If we are going to solve our problems, I believe we should beaver away at our own level with our own doctors, MPs and anybody else useful. Hammering away at the elected leaders of the medical profession will be about as rewarding as negotiating with left wing trades union officials, but that does not mean that our elected leaders should not try. The rural pharmacist is often better placed than his urban colleague to attack the status quo as he has often grown up in the community which he now serves and knows his customers and patients very well.

If we can all just make a little dent in the brick wall, it will eventually weaken and fall. ■

Curbing dishonesty

The news that doctors and pharmacists are alleged to have been in collusion over swindling the Government and taxpayer of around £50,000 must cause deep disquiet among both professions. It is however a salutary reminder that in all professions there are black sheep and therefore essential that there are safeguards to protect both the professions and the public against dishonest acts.

It is, of course, far more difficult for collusion to take place between two professions — much simpler to perform such an act if you don't have to rely on a collaborator. It will be to the benefit of both professions if all areas of "potential fiddling" be reduced to an absolute minimum. The Rural Pharmacists Association, since its inception, has felt that the area of doctor dispensing is wide open to abuse. Sadly, it is only true that the general attitude towards fiddling is that it is considered "a fair game," especially if the Government is fiddled.

A strong code of ethics will obviously be sufficient to most. But to ensure that everyone obeys the rules it is essential that there be strong standards of accountability together with an inspectorate. This would ensure that fiddling could be an unsafe and an unethical game to play. Attitudes are lax so it will take a very determined effort to get MPs to stir themselves into looking into the whole set up of doctor dispensing. Dr Gerard Vaughan was warned at our last LPC Conference that an inspectorate was needed. It is surely time that there was a tightening up all round on the money paid out where there is no means of ensuring a check.

It is appalling that our professions should be tarnished by these allegations — it is almost just as appalling that MPs have ignored the appeals which have been sent to them by RPA in particular and from rural pharmacists for some time.

John Davies

Secretary

The Rural Pharmacists Association,
Wiveliscombe, Devon

Showman's Guild

Those pharmacists who have decided not to avail themselves of new "letters" may take solace in their honorary membership of the Showman's Guild. On March 7 we will be discussing swings, roundabouts and big dippers with the added attraction (roll up, roll up) of a clown being present.

A. Bond

Glastonbury, Somerset

LETTERS

Continued from previous page

Lingering effect of Christmas 'limbo'

As a person I love Christmas but, as a general practice pharmacist, I dread its aftermath. The whole of British industry, the pharmaceutical industry included, goes into a state of near-limbo from mid-December till almost mid-January. No orders are taken, and very few processed, with a resultant spate of "out of stock" situations at the wholesalers.

This past month has, without doubt, been the worst I can remember and I felt obliged to take the matter up with the managers of all three wholesalers with whom I deal. While not exonerating themselves completely, they were unanimous in condemning the attitude of the large manufacturing companies who refused to give them extended credit on stand-by stocks.

It seems incredible to me that the accountants and financial controllers of these companies wield such power as to over-ride urgent human needs. They must be made to realise that drugs and

medicines are not just another commodity on the market but are vital necessities to the health of the nation, and ultimately may be *the* factor which could mean life or death to some patient.

We general practice pharmacists are grudgingly allowed to close for two days at Christmas and New Year. Surely we deserve better back-up from manufacturers who, while not bound by an NHS contract, must have a moral obligation to ensure that supplies are maintained.

Alexander J. Gray
Ellon, Aberdeenshire

'Swag' from NPA?

I was glad to read the letter by the "Agency holder" (*C&D*, January 30). It puts forward for the first time an idea whereby the National Pharmaceutical Association can act as "clearing house" for excess stock for manufacturers.

The number of "swagmen" is on the increase and they are out to bring down the image of the agency line stockists. We give a lot of support to various agencies and put in a lot of money to stock a full range of agency goods. It is therefore disappointing to see agency goods end up with "swagmen." It seems some of the manufacturers are pushing out their stock in bulk just to get it off their hands and cash it in. This stock is ending up with

corner shops and market stalls.

Stock from a well-known company ended up with an equally well known chain of drug stores recently. This chain was selling soap (toilet size) at £0.89 for four bars, whereas the company had offered me "special priced" soap to retail at £1.80. I approached this company for a possible explanation but was never given a satisfactory answer. Such companies are trying to make a fool of retailers like me. If they wanted to get rid of their stock I would have given them whole hearted support and I am sure they would find many more retailers like me.

I wonder how NPA feels about acting as a clearing house and thereby helping to stop the spread of "swagmen." Perhaps some of the manufacturers can approach NPA with offers.

R.M. Patel
Richmond, Surrey

Solvency problem?

To answer Xrayser on obtaining non-BP grade solvents:

Theoretically, after sticking one's finger into a bottle of BP quality solvent, it will be contaminated and hence no longer BP quality. However, that does not stop you selling it at BP prices!

Dr R.S. Sommerville
Gatley, Cheshire

A piece of sticky tape m



Council votes in favour of 'chemist' description

The Pharmaceutical Society's Council has defeated a motion "that it is contrary to the best interests of the profession for pharmacists to represent themselves as 'chemists' rather than 'pharmacists' in advertising to the public."

Moving his proposition at this month's meeting, Mr J.P. Bannerman said that the motion would not change Council policy but was intended to clarify its view on which term should be used to describe the premises where the community pharmacist practised. In no way did the motion ban the use of the word "chemist," nor did it advocate advertising, *per se*. He was not in favour of advertising in conjunction with any professional title and he was one of the few who voted against the "squalid and unworthy" deal that the Council had made with Unichem. In that agreement he had said that Council was creating circumstances where the community

pharmacy was to be described in the Press and on radio as a "chemist" to the exclusion of all other descriptions.

Mr Bannerman said that he had brought the matter before the Council because of a genuine concern for how the profession was to be termed in the future.

The Council had justified the Unichem settlement on the ground that "chemist" was a generic descriptive title and "pharmacy" was a professional one. In advertising, what mattered was not what the advertiser would like the public to think but what the public itself thought.

If the motion were adopted, there were a few things that could happen, Mr Bannerman continued. One was to scrap the "Unichem agreement" and stop advertising altogether, or add "pharmacy" to "chemist" within the terms of the Unichem agreement. The first course would mean going to court, so perhaps the only way forward was to look

at "chemist" and "pharmacy" together in the terms of the Unichem agreement.

Public goodwill for the title was being conditioned by the advertising of the word "chemist." Furthermore, the report of the Royal Society of Chemistry points out that the word "chemist" should be the exclusive designation of its members. Although the motion itself did not change policy, if it were passed Mr Bannerman said he would wish subsequently to initiate some change in policy by asking the Ethics Committee to examine the circumstances in which "pharmacy" could be used in addition to "chemist" in terms of the Unichem settlement. That would be a small step towards giving the term "pharmacy" a chance to survive. Mr Dalglish seconded the motion.

Mr C.C.B. Stevens said he had sympathy with the underlying sentiments that "pharmacist" could be used in advertising as well as "chemist," but he was not in sympathy with abandoning "chemist" in favour of "pharmacist."

Mr W.M. Darling asked if Mr Bannerman really believed that if John Smith used the word "pharmacy" in

Continued on p286

y put us out of business.

A piece of sticky tape. Harmless enough you might suppose, and under normal circumstances you'd be right. But the conditions under which this particular piece of sticky tape was found, were to change everyone's lives.

The morning started innocently enough, with some of our technical chaps working on the important problem of getting the whole family to take a second dose of Pripsen, 14 days after the first.

Whilst racking his brains with the others, one of them picked up a pack and noticed that a piece of sticky tape he had casually put down had become attached to two sachets.

"Oh look" he began, "these two are stuck together.."

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Describing pharmacy

Continued from p285

advertising cosmetics in the local paper instead of the word "chemist," it would make the media refer to members of the profession as "pharmacists" as opposed to "chemists?" That would be naive to the "nth" degree. It was the profession's attitude in professional actions which would determine how the media described it and not how the profession advertised its commercial activities. To justify the use of the word "pharmacy" in advertising commercial activities would do nothing to benefit professional aspirations.

Mrs C.M. Puxon said it would be extremely difficult for the profession to change its name in the minds of the public.

Mr D. Sharpe said that over the years Council had criticised documents issued by other bodies which had referred to the professions as "chemists," and had on many occasions asked the Department of Health to use the word "pharmacist" instead of "chemist." The FP10 had "pharmacist" stamped on the front and "chemist" on the back because, said the Department, the public would not understand the word "pharmacist." He submitted that the education of the public would come about by seeing the word "pharmacy" used more than "chemist."

Mr J. Iles said the purpose of the motion was to encourage the use of the word "pharmacy" rather than "chemist." Britain was the only country which still used the archaic term "chemist" and an effort should be made to do away with the word.

Dr T.G. Booth suggested that Council could agree with the sentiment of the motion if the last five words were deleted but an amendment to do so was lost.

The treasurer pointed out that because of the confusion the Ethics Committee

had decided to set up a working party, whose decisions would be pre-empted by voting for the motion. Mr Balmford said he was disturbed by the motion as set out because if adopted, it would mean that the word "pharmacist" would be used in advertising and commercial activities. He moved that the words "professional activities" be added at the end of the motion but there was no seconder. On the final vote the motion was defeated.

'Chemist' in titles

As a result of new legislation under the Companies Act 1981, the Society will no longer be able to prevent pharmacists using restricted titles in registered company names or in business names after February 26.

Although anyone wishing to use "sensitive words" such as "chemist" or "pharmacist" in a company or business name would have to refer their request to the Society, the Society will only be able to object to such a name if its use would lead to criminal offence being committed under Section 78 of the Medicines Act 1968. The use of such a name by a pharmacist or company lawfully conducting a retail pharmacy would not constitute an offence under that Act. The Law Committee recognised that that represented a change in the existing policy relating to business and company names.

□ Council is to send a letter to Mr Tim Astill, the NPA's director, setting out its view that the restricted title "chemist" should not be used on calendars unless its use was in accordance with the guidelines issued after the "Unichem settlement." The decision followed consideration by the Ethics Committee of a suggested design for an NPA calendar for 1983 which was intended for pharmacists to sell or distribute free to customers.

□ The Law Committee expressed concern about recent difficulties over planning applications for pharmacies. In certain cases, applications for registration of new pharmacies were being received before planning permission had been granted. There was also the problem of planning inspectors giving approval for dispensing only pharmacies to be set up where

normal retail pharmacies would not be permitted, for example in residential areas. It was agreed to hold a more detailed discussion of those matters at a future meeting.

□ Council has decided not to proceed with a proposal for setting up a fund to give financial support to pharmacists and/or bodies corporate bringing or defending legal actions or pursuing other matters which would have an effect on the future practice of the profession. The decision was taken on February 3 in the light of legal advice that it would be improper for the Council to do so. The reason was that the purpose of the fund was to contribute financial support in matters which might be beyond the Society's powers as expressed in the 1953 Charter. Indeed, the object was avowedly to use the funds in cases where the Society would be acting outside its Charter if it used its general fund for the same purpose.

□ Mr Dalglish reminded the Council that for some time it had been urging the Government to introduce the triple prescription form scheme, as one method of reducing the amount of waste within the NHS. He asked the officers to spend some time examining every avenue in which the Society could influence the situation and create a greater impetus to its proposals. Mr Sharpe said that doctors' and pharmacists' representatives had agreed to make further approaches to Dr Vaughan on a pilot study of triple repeat prescription forms.

□ Council gave preliminary consideration to a document on "The future development of general practice pharmacy," and decided to devote an evening to its discussion.

□ Council agreed to a new survey of pharmacies in 1982. The last was in 1974.

□ The Practice Committee heard that during a recent television programme it had been stated that "vitamin B15" was harmful and had been banned in the USA because it was unsafe for human consumption. It was further stated that the Department of Health was worried about the substance and that it was freely available from health food stores. The office was aware that products

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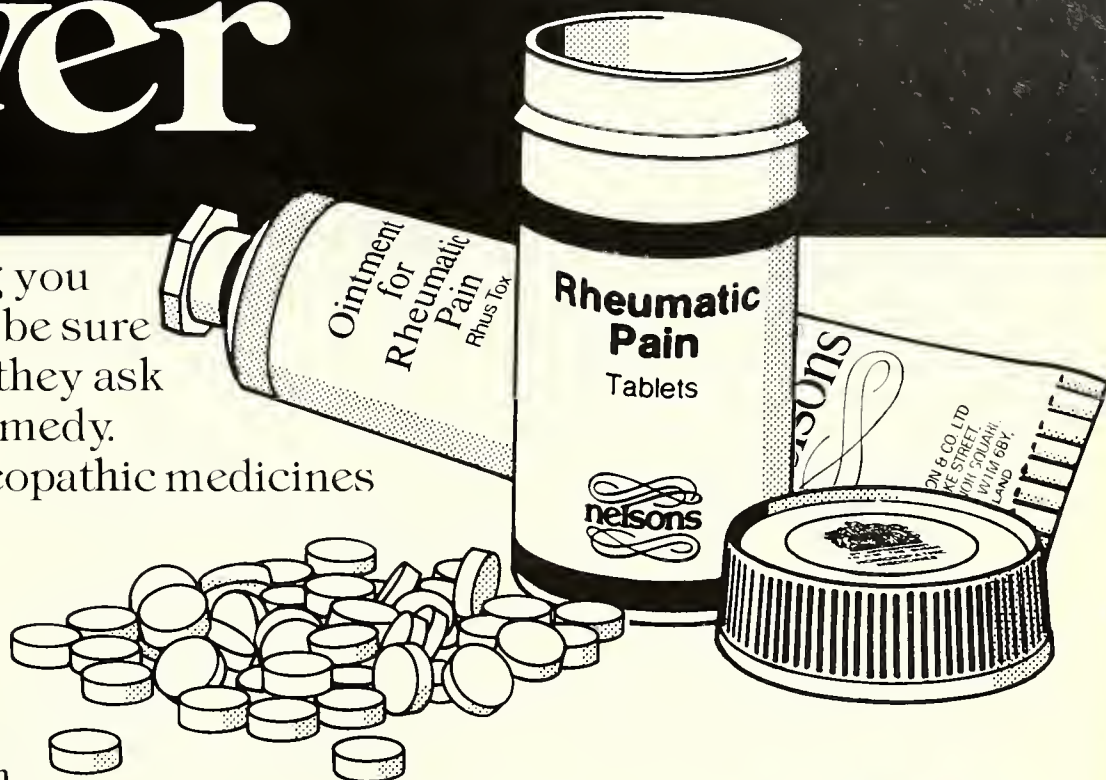
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Parallel imports directive withdrawn

by Richard Carswell, CSM European Consultants Ltd

The European Commission has withdrawn its proposal for a Council directive on the parallel imports of proprietary medicinal products for which marketing authorisations have already been granted. It has bowed to pressure from the European Parliament and the Economic and Social Committee, both of which had rejected the proposal as unnecessary.

The Commission put forward the proposal in 1980. The main aim was to establish a system for the registration of parallel importers. This was designed to prevent manufacturers and their approved agents from monopolising the importing and marketing of a product by refusing to

produce the documents for the product in general or for a specific batch.

In withdrawing its proposal the Commission has nevertheless made it clear that it is not abandoning its role as the EEC's watchdog. It intends to continue promoting the free movement of goods, including authorised drugs, within the common market in accordance with the rules of the Treaty of Rome as interpreted by the European Court of Justice. In particular, the Commission will make sure that the rules and practices applied by Member States to parallel imports are strictly necessary on health grounds and obstruct intra-Community trade as little as possible.

PSGB Council

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containing substances described as "vitamin B15" were being sold in pharmacies. Discussions had taken place with the Society's department of pharmaceutical sciences, which believed there was at present insufficient evidence to advise pharmacists not to sell the substance. The Committee noted that the matter was being considered by the Department of Health's committee on toxicity of chemicals in food, consumer products and the environment.

☐ Council has decided to introduce the new style registration certificate after being told by the Law Committee that no adverse comments had followed publicity given to it.

☐ Council has decided to prepare a new statement upon Matters of Professional Conduct and a working party consisting of Mr Darling, Dr Booth and Mr Silverman has been set up.

☐ The Society is to ask the British Standards Institution to revise the current standard on domestic medicine cabinets.

☐ The Society is to ask the BP Commission not to abandon its control on diameters of BP tablets.

☐ The Society is to inform the Royal Society of Midwives that the support of individual hospital pharmacists should be sought in formulating a suitable policy within each hospital for ensuring the administration of correct paediatric doses.

☐ A letter is to be sent to the chief pharmacist at the Department of Health

(Dr B.A. Wills) objecting to a job description for district medical officers prepared by the British Medical Association's central committee for community medicine. The job description enlarges the DMO's role to include responsibility for a variety of hospital services including pharmacy.

☐ The Society is to take steps to ensure that pharmacy graduates do not commence their preregistration experience in establishments which have not been approved for that purpose.

☐ Council approved a draft submission to the University Grants Committee.

☐ A newspaper report has stated that a National Advisory Body For Local Authority Higher Education was to explore the availability of courses in pharmacy and other subjects. Council agreed that a letter be sent to the Department of Education and Science seeking clarification on the matter, adding that Council would wish to discuss with the advisory body and the University Grants Committee the total provision of pharmaceutical education.

☐ The secretary and registrar drew attention to the fact that several pharmaceutical manufacturers were introducing health foods and vitamin supplemented products. They were being promoted to the general public by massive advertising campaigns on the grounds that they made a contribution to health, although there was no therapeutic reason that could justify their use.

☐ The Society is to explain to the European Community Committee on Agriculture its policy in supporting the proposals of the Veterinary Products Committee. ■

National authorities are not entitled to oppose the marketing of any authorised imported medicinal product on the grounds that the parallel importer is unable to obtain documents from the manufacturer or his approved agent.

Moreover, the Commission suggests that national administrations should treat all parallel imports of drugs in a uniform manner. Administrations should co-operate with each other to allow freer movement of products. Of course, the competent authorities must be able to check that the parallel import in question is covered by the marketing authorisation already granted to the manufacturer or his agent. But, in the Commission's view, the time taken to check should not exceed 45 days from the time the parallel importer gives the following information:

☐ Name of the proprietary medical product in the Member State into which it is imported and from which it comes.

☐ Name or corporate name and permanent address of the person responsible for placing the product on the market in the Member State into which it is imported and in the Member State from which it comes, and where appropriate, of the manufacturer(s).

☐ Name or corporate name and permanent address of the parallel importer.

☐ Numbers of the marketing authorisations in the Member State into which the product is imported and in the Member State from which it comes.

☐ Any other general information useful for the marketing of the proprietary medicinal product in the Member State into which it is imported, ie: qualitative and quantitative composition in terms of active principles, by dosage unit or in percentage, using the international non-proprietary names recommended by the World Health Organisation where such names exist, pharmaceutical form and route of administration, therapeutic indications and normal dosage, contra-indications and main side-effects, storage precautions, if any.

☐ One or more specimens or mock-ups of the proprietary product in the form in which it will be marketed in the Member States into which it is imported, including the package leaflet, if any.

The parallel importer should also register the origin, quantity and batch numbers of the imported drug and keep this information at the disposal of the competent authorities. The latter can check the parallel importer's information in several ways, ie by forcing the manufacturer to supply the information or by obtaining it from the authorities in the country where the drug was made.

It remains to be seen whether Member States will co-operate with the Commission or the Commission will be forced to take one or more national governments to court.

CMS European Consultants Ltd, 109 Jermyn Street, London SW1Y 6HB, is an independent consultancy advising companies on EEC policy. ■

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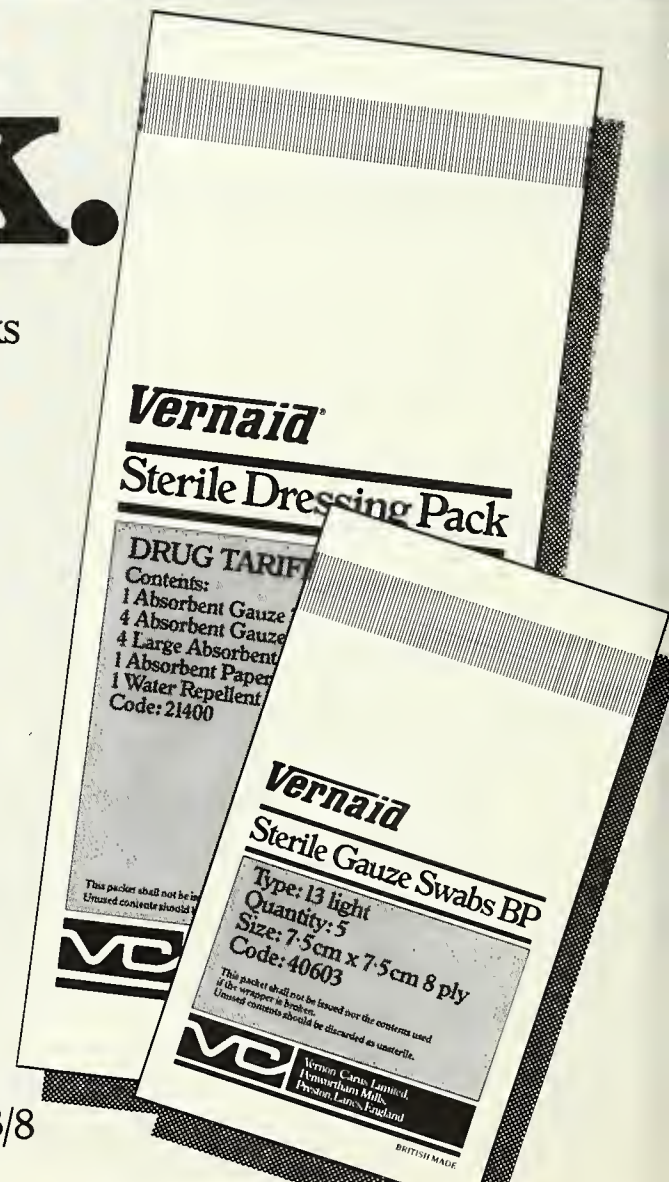
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DuPont bid for European pharmaceuticals market

Du Pont (UK) Ltd have set up a pharmaceuticals division as part of the company's plans to become a major force in the worldwide pharmaceutical industry.

The new division will be responsible for the registration and sale of pharmaceuticals in the UK and Eire. The first product being marketed is Narcan, previously available from Winthrop on a licence basis. Clinical trials are being completed on Nubain (nalbuphine hydrochloride), an injectable non-narcotic analgesic available in the USA, which the company hopes to introduce to the UK later this year. Oral versions of this product are also on trial.

About a dozen new compounds are being developed, covering diseases of the cardiovascular and central nervous systems, metabolic diseases and infectious diseases. Ethmozine is of potential use in cardiac arrhythmias and tiplamazole looks promising for rheumatoid arthritis.

D&P benefits from Kodak disc system?

The new Kodak system announced this week (p259) is said to be: "The biggest innovation in amateur photography since easy-load Kodak Instamatic cameras were introduced 19 years ago and a substantial leap forward." It was the signal for the launch of a sales drive into the UK photofinishers in an attempt to secure a sufficient nationwide developing and printing capability for the Autumn in addition to their own facilities.

The justification given by Kodak to photofinishers who will need to buy the new equipment necessary to handle the disc film is that by giving the user consistently better pictures under conditions where in the past picture-taking disappointments have been liable to occur: "The yield of 'good to excellent' pictures is expected to increase by 25 per cent".

For the photofinisher the introduction of Kodak disc cameras, and Kodacolor HR disc film means increased volume and greater yield of saleable prints. The design of the cameras and film "significantly reduces underexposure, flash failure, camera shake and missed frames — some of the major causes of unacceptable exposures and prints."

John Robertson, assistant general manager, US marketing, says "Kodak had the photofinisher in mind right from

Last year Du Pont spent over \$180 million on life sciences R & D and will more than double that level of spending by 1986. The company intends to conduct clinical trials in all major European markets and expects to test and sell products in the UK, the Federal Republic of Germany, France, Belgium and the Netherlands, and eventually Italy, Spain and Scandinavia. The company is also looking into provision of additional services to health care professionals, particularly in the area of computer systems.

Manager of the new division is Mr Malcolm Roberts, who joined Du Pont (UK) Ltd in July 1981, after being marketing manager with Duncan Flockhart Ltd and previously with Winthrop Laboratories. Mr Neil McConachie, MPS, joins as company pharmacist and was previously regional information pharmacist, NW Thames. ■

the first stages of development of the new disc format. A primary objective of this project was to create a new film that would work together with new cameras to increase substantially the overall yield of good pictures."

Kodak say there are many other benefits to photofinishers:

- ☐ Film splicing, film cutting and lamination for re-orders is eliminated, reducing the potential to damage the film.
- ☐ An FID number is assigned to each disc film at the time of manufacture and can be read by eye or by its bar code.
- ☐ Its magnetic core enables such data as frame number, print quantity, and density / colour correction instructions to be held on the core.
- ☐ All Kodak disc printing attachments will be able to print the date and frame number on the back of each photo.

Kodak believe the sophisticated electronics incorporated in many of the disc photofinishing products provide a great degree of automation and productivity to photofinishing operations. "The electronics permit self-diagnostic tests that can help keep the equipment running at peak efficiency and reduce service time."

Mr Michael de Semlyen, chief executive of the Tudor Photographic Group told *C&D*: "We are very happy about Kodak's new disc camera system and would like to be the first to be involved." He is currently talking with Kodak about the photofinishing equipment Tudor will require. ■

Foreign supply for Argos fragrances

Argos have doubled the number of fragrances available through their catalogues with the addition of four more lines. These are Madame Rochas which they are selling for £11.99, Cabochard eau de toilette atomiser (£3.29), Chanel No 5 eau de toilette spray (around £12) and YSL Opium eau de toilette spray (£12.99).

All the companies whose products are involved, and Argos themselves, say supplies are not direct but through a third party overseas. A spokesperson for Chanel told *C&D* that the company considers it a serious problem and Mr Green, managing director of Charles of the Ritz, pointed out that membership in the EEC made parallel trading inviting and extremely difficult to stop. None of the companies involved felt Argos were having any effect on sales through their other outlets.

Argos have also introduced an Elizabeth Duke range of seven lipsticks (£2.99) to complement the fashion accessories range. ■

Support for move against markets

A campaign by USDAW, the shopworkers union, against the spread of open-air markets in South Wales is receiving support from many retailers in the region. Launched in Cardiff last month, the campaign aims to put pressure on local authorities to reject applications for new markets, and to take action against those already operating on a temporary basis.

Retailers in each town will be invited to attend meetings to hear the union's case against open-air markets, one-day sales and Sunday trading. Mr John Jones, MBE, USDAW's South Wales divisional officer has claimed that 2,000 jobs were lost in South Wales retail and wholesale operations last year, many as a result of competition from open-air markets.

"There are now about 25 open-air markets operating in South Wales," said Mr Jones. USDAW did not wish to put stallholders out of business but wanted to see local authorities encouraging them to take over the increasing number of empty shops in the valley towns of Wales. ■

Further UG losses

United Glass have turned in a pre-tax deficit of £1.16 million for the second half of the year to November, 1981. This follows a first half loss of £4.62m. There were trading profits of £4.24m, but these were more than offset by redundancy closure costs and interest payments totalling £10.48m. ■

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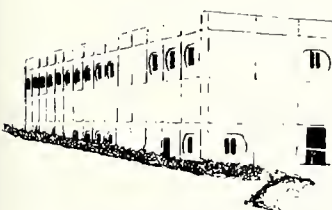
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